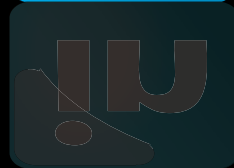


eolas seminar

social media seminar

succeeding in the new media landscape



Wednesday 26th October
Chartered Accountants House
Pearse Street, Dublin

www.eolasmagazine.ie

Getting to grips with social media

While marketing has always been a two-way process between organisations and their customers and stakeholders, this is more true now than ever before. It is no longer sufficient to simply have a one-way engagement and the days when having a website constituted a digital media strategy are long gone. The arrival of the web brought significant changes to how the media is consumed and produced and this is a continually evolving process, particularly in light of the social media phenomenon. Social media has now become mainstream and should be considered an integral part of any organisation's digital marketing strategy.

But many questions and challenges remain for organisations such as why they should engage in social media, how they should go about it, what they should be aware of before embarking on any campaign or strategy and the challenges associated with maintaining a high quality social media presence. This seminar will address many of these issues by way of an expert speaker panel of both local and visiting speakers, including expert advisors as well as experienced marketing practitioners who will share their experiences of using social media within their own organisations.

Those attending the seminar will:

- ✓ Have a better understanding of the nature and types of social media
- ✓ Have heard best practice case studies from across a range of sectors
- ✓ Have learnt the importance of aligning new and traditional marketing channels
- ✓ Have been guided through the process for developing a digital media strategy
- ✓ Have ideas about how to implement social media within their own organisations

Don't miss out

84.2% of all Irish internet users used social networks in December 2010

(source: comScore)

49% of the entire Irish population, over the age of 15 years, use Facebook

(source: Ipsos MRBI, May 2011)

In 2010 YouTube had 1.3 million regular Irish users

(source: YouTube)

There are currently over 470,000 Irish LinkedIn profiles

(source: LinkedIn)

09.00 Chairman's welcome and introduction:
Art O'Leary, Director of Communications,
Office of the Houses of the Oireachtas

*Overview of technology platforms: Making
social media work for your organisation*

Niall McKeown, Director, iON Technologies

Why engage in social media?

Sean Donnelly, Lecturer in Digital Marketing,
Dublin City University

*The role of digital media in providing value for
money marketing solutions in a challenging
economic climate*

Thomas O'Duffy, Head of Digital Media Unit
Carr Communications

Looking to the future of online marketing

Wilbour Craddock, Microsoft Ireland

Questions and answers / Panel discussion

11.00 Morning coffee / networking break

11.15 *Social media: How to genuinely engage
with stakeholders*

Captain Pat O'Connor, Spokesperson & Media
Relations, Irish Defence Forces (Best use of
social media by a state organisation, Irish Social
Media Awards 2011)

Social media in practice: case studies

Organisations across a number of sectors share their
experiences of online and social marketing. Includes
opportunity to ask questions and engage in discussion
with the panel.

Nora Torpey, Senior Brand Activation Manager,
Coca-Cola

Edel McCarthy, Digital Marketing Manager
ESB Electric Ireland

Angus Laverty, Public Affairs Manager
An Post

Michael Sands, Communications Manager
Dublin City Council

Questions & answers / Panel discussion

13.15 Chairman's summary and seminar close followed
by networking lunch

Seminar themes

- ✓ Social media - what's next?
- ✓ Getting to grips with social media
- ✓ Marketing in a digital world
- ✓ Integrating traditional channels with new media



