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just **£15**

Introduction to social media

by Sherrilynn Starkie, Managing Partner, Strive Public Relations
and PDMS Consultant

Fri 19th February, 1230 to 1345 at The IBS

Seminar

What is Social Media?

- ◆ **An overview of platforms**

How is social media used?

- ◆ **Marketing**
- ◆ **Innovation**
- ◆ **Communications and HR**

What are the benefits?

- ◆ **To an organization**
- ◆ **To an individual**

How to get started

- ◆ **Simple steps**

Speaker - Sherrilynn Starkie

For almost 18 years, Sherrilynn has been advising blue-chip organisations on both sides of the pond...covering Britain, Canada and the United States. She's helped start-ups secure venture capital, conglomerates smooth ruffled employee feathers and newcomers build community bridges. She's warmed up markets, increased footfall, sold products and services and cemented brands. Her experience ranges from technology and telecommunications to retail, financial services to human resources and training. It covers postal services, travel/tourism, associations and more.

For three years, Sherrilynn was the Tech Talk columnist for the Isle of Man newspapers. She serves on the steering committee for Isle of Man Women in Business, is on the Executive Council for the Isle of Man Junior Chamber of Commerce. In the past she was on the management committee for the Isle of Man British Computer Society and the marketing committee of Junior Achievement.

Specialties

Public relations, strategic counsel, media relations, social media engagement, internal communications, message development, materials development

Schedule!

12:30 - Buffet Opens
12:45 - Seminar Starts
13:45 - Seminar Ends

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Questions? Please contact:

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1. The Seminar

Date 19th Feb 2010

Topic Introduction to social media

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