

Learn, Develop, Network... Eat!

Our CPD* seminars are a convenient way for you to learn something new, develop your knowledge of a specialist subject and meet like-minded people... all in your lunch hour!

All for just **£15**

*Continuing Professional Development

Web 2.0 How online social interaction can fuel business

by Sherrilynn Starkie, Managing Partner, Strive Public Relations
Repeated: Mon 10 and Mon 17 Mar 2008, 1230 to 1345 at The IBS

Seminar

- Facebook, Bebo, Blogging, Digg!
- What's Web 2.0 all about?
- What are the risks and benefits of 'social media' for your organisation?

These issues will all be discussed in this lunchtime seminar designed for business owners, marketing professionals, HR professionals and anyone interested in learning about online interaction and how it's changing the way people communicate.

Sherrilynn Starkie will lead the discussion by taking a look at recent social media case studies involving customer, community, investor and employee groups.

In addition, this seminar will explore where Facebook is going and its potential impacts on individuals, employees and organisations.

New Schedule!
12:30 - Buffet Opens
12:45 - Seminar Starts
13:45 - Seminar Ends

Speaker



Sherrilynn Starkie

Managing Partner of Strive Public Relations, and 'Tech Talk' columnist for the Isle of Man Examiner, Sherrilynn has been advising blue-chip organisations on both sides of the Atlantic for 17 years.

She has 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, services and cemented brands. Her experience ranges from technology and telecommunications to retail, banking and financial services and training.

Sherrilynn is a member of the British Computer Society Isle of Man Section's management committee and Junior Achievement Isle of Man's marketing committee.

Registration Deadlines
Weds 5 Mar and Wed 12 Mar 2008
Only 50 places available at each seminar...
Book early to avoid disappointment!



Isle of Man

International Business School

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Questions? Please contact:

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www.ibs.ac.im/cpd



Registration Form

for CPD Seminars

Please complete this form if you would like to attend a lunchtime CPD seminar at the Isle of Man International Business School. These seminars are open to anyone to attend but places are limited. We therefore encourage you to book your place as soon as possible and **no later than three working days before the seminar**.

Details of all future seminars will be available on our website www.ibs.ac.im/cpd Alternatively, if you would like to be invited to future CPD seminars by email, please provide your email address and tick the box in section two below.

All seminars cost £15 per person. It is a government policy that payments by credit/debit card cannot be accepted. All persons who register for a seminar will be invoiced *after* the seminar and payment collected by cash or cheque. Only delegates who have pre-booked their place and supplied invoicing details will receive a CPD Certificate.

Data Protection

The Isle of Man International Business School is registered as a Data Controller with the office of the Isle of Man Data Protection Registrar, as required under the Data Protection Act 2002. We will only process data in accordance with this Act for the purposes notified to the Supervisor.

Please complete this Registration Form clearly in **BLOCK CAPITALS**.

1. The Seminar

Date _____ Topic Web 2.0

How did you learn about this seminar? _____

Why do you wish to attend this seminar? _____

4. Emergency Contact(s)

Name(s) _____

Relationship to You _____

Telephone(s) _____

2. Your Contact Details

Full Name _____

Male Female

Organisation _____

Job Title _____

Daytime Telephone _____

Email _____

Tick this box if you would like to be invited to future CPD seminars by email.

Tick this box if you would like to receive the newsletter of The IBS by email.

5. Payment Details

Please post an invoice for £15, to:

Name _____

Job Title _____

Organisation _____

Address _____

Postcode _____ Reference _____

3. Special Needs or Support

Please tick and provide further details as appropriate

None

Dietary restrictions

Medical conditions eg. allergies, epilepsy, diabetes

Learning needs eg. dyslexia

Physical disabilities

Other Please provide details:

6. Declaration

I understand that by registering for this seminar, I will be invoiced as per section 5 above, whether or not I actually attend on the day. I declare that the information given on this form is correct.

Signature _____ Date _____

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Please post completed forms to:

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