

Social Media:

From Ideas to Strategy to Reality

*A one-day interactive workshop for the Higher Education Sector
in association with www.he-comms.co.uk*

Thursday 3 June 2010, 10.00-16.00

Scarman House, University of Warwick, Coventry, CV4 7AL



Social and digital media is revolutionising the ways in which we communicate as individuals and as organisations. After a period of tentatively playing with social media to see what might and might not work, universities are now taking greater steps towards a strategic approach to the adoption and use of social media in their marketing-communications activities.

In this full-day interactive workshop we will explore the journey and the steps needed to integrate social media into your overall marketing-communications strategy, taking it from a 'nice to have' activity that we do in addition to our existing day-jobs to a central communications and engagement activity. This workshop will focus on the Higher Education sector and therefore also consider issues and concerns particular to an academic environment.

Themes covered throughout the day will include:

- Developing a social media strategy and plan
- Resourcing an ongoing social media engagement plan
- Integrating social media into your core marketing-communications activities
- Making the case to senior managers for support
- Getting the buy-in of your internal community
- The importance of the personal brand
- Letting go and opening up
- Monitoring your online reputation and dealing with negative comments

The session will be delivered workshop-style so come prepared ready to share your ideas, discuss your concerns, and think up new and creative solutions for you to take back to apply in your organisations.

Who should attend?

The workshop is suitable for anyone working in marketing and communications roles within a university including student marketing, PR, alumni relations, internal communications, research communications and business engagement.

Booking and Fees

*** Places limited - book early to avoid disappointment ***

Book online now at <http://socialmediaforhighered.eventbrite.com/>

Please note places are limited to 20 participants to ensure maximum interactivity and value. Prices include all materials made available on the day, tea and coffee throughout the day and a three-course lunch.

	Early-bird rate (<i>before 7 May 2010</i>)	Full rate
HE Comms members	£150 + VAT	£175 + VAT
Non-members	£175 + VAT	£225 + VAT

Proceeds from this first workshop will be donated to charity. The booking fee for online booking is included in the prices listed above.

Cancellation and transfer of places

Places cancelled on or before 7 May 2010 will be refunded at 95 per cent of the fee paid. Cancellations between 8 May 2010 and 21 May 2010 will be refunded at 50 per cent of the fee paid. Places cancelled on or after 22 May 2010 will not receive a refund. We are happy for places to be transferred to another colleague at any time with no penalty for doing so.

Workshop Leader

The workshop will be led by Tracy Playle, Founder of Pickle Jar Communications Ltd and HE Comms. Tracy specialises in providing social media consultancy, advice, workshops and training to the Higher Education sector. Having worked in various communications roles for the University for six years, latterly as Head of Research-TV, Tracy moved on to establish the specialist communications consultancy Pickle Jar Communications in 2007. Here she works with universities throughout the UK and in mainland Europe helping them to understand how they can use social media in their marketing-communications initiatives and activities and working with them to develop their social media marketing-communications strategies. Tracy's aim is to take the fear out of using social media and help organisations understand how they can benefit from it in a manageable and sustainable way.



Tracy speaks widely on the conference circuit about social media use in the HE sector. She has led presentations and workshops for CASE Europe, HEERA, EUPRIO, CIM, CIPR, IABC and many other organisations, in addition to running in-house workshops and training. Tracy is also currently Chair of the CIPR Education and Skills Sector Group. You can read some of the comments that others have 'tweeted' about Tracy's presentations and workshops [here](#).

The Venue and Travel Directions

Scarman House is a modern purpose-built conference centre situated on the University of Warwick's campus in Coventry, in the centre of the UK and within easy access of major travel routes.

By road

The University of Warwick is located at the centre of the Midlands Motorway Network (within easy reach of the M6, M40 and M1). A Location Map with detailed instructions can be download from the Warwick Conferences website at www.warwickconferences.com, following the link 'getting here'. Free parking is available at the conference centre.

By rail

Coventry Station is on the Main West Coast Line with regular trains connecting with other major towns and cities. Trains run every half hour to London with an approximate journey time of 60 minutes on Virgin-operated trains. Services to Birmingham International and Birmingham New Street are frequent throughout the day. There is a large taxi rank at Coventry Station, just four miles from Scarman. Alternatively, a regular bus service is available (number 12 bus to the University of Warwick campus).

By air

Birmingham International Airport is only 20 minutes by taxi. A frequent train service operates to Coventry from Birmingham International Station, adjacent to the airport.

For further information and questions...

... please email info@he-comms.co.uk