

Media Training: Understanding & Using Social Media



Date: Wednesday 15th September 2010
Time: 2.00pm - 5.15pm
CPD: 3 hours
Venue: Exeter Racecourse, Exeter

Speaker: Melissa Davis

Melissa Davis has worked in PR and journalism for over 12 years. Her portfolio covers a range of legal, economic, consumer, B2B and travel clients as well as writing for the Evening Standard, Birmingham Post, Northern Echo, Corporate Communications magazine and online legal news sites. Before setting up her own communications company Melissa ran the PR department at the Law Society for five years, raising the profile of the Society from a baseline of £12 million worth of PR advertising value to over £70 million before she left. The Law Society's most recent high street campaign to promote the work of private client solicitors aims to bring in an advertising value of over £1 million alone. Melissa was an integral part of the team that raised the brand profile of the Law Society in the Super brands ranking from number 160 to its current position of 75 and top legal brand. Melissa has provided traditional and social media training to law firms across England and Wales as well as governments across the world - notably the President of the Maldives, Mohamed Nasheed and the Macedonian Parliament earlier this year.

This course will look at the modern uses of modern media including the following points:

- What makes media social?
- How is it different to traditional media?
- What benefits/uses are there for brands?
- Overview of the social media landscape
- It's more than Facebook and Twitter
- Communication (eg. blogs, forums, micro-blogs, social networking, discussion groups) Reviews, comments and opinions (eg. travel, shopping, products, news)
- 5 ways law firms can market with social media
- Case studies - where it worked and where it didn't. Do's and don'ts for your social media strategy.



Delegates attending both Media seminars on this date will receive a free buffet lunch

Fees

Members £102.50 + VAT (£120.44 inc VAT) For the first booking

£86.50 + VAT (£101.64 inc VAT) For subsequent member bookings

Non Members £127.50 + VAT (£149.81 inc VAT)

Trainees: £51.25 + VAT (£60.22 inc VAT)

Devon & Somerset Law Society Course Reservation

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Delegate Name(s)

Firm

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Address / DX

Tel.

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E.Mail

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Contact Name

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We enclose our cheque for £..... payable to Devon & Somerset Law Society. A receipted VAT invoice will be issued with confirmation of your booking.

Please return this form with your payment to: Rebecca Hill, Devon & Somerset Law Society, Suite 5, Renslade House, Bonhay Road, Exeter. EX4 3AY

Tel 01392 411585.
DX 8361 EXETER

Fax 01392 431511
e.mail. rebecca@dasls.com

NB. Delegate Cancellations and Refunds:

With 7 clear days notice prior to the seminar: Full refund subject to an administration charge of £5.00 + VAT
Within 7 days of the seminar: A 50% refund will be given
We regret that cancellations received on the day of the seminar and thereafter will not be eligible for refund
We reserve the right to cancel courses and refund accordingly

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