

# Tweet, Poke, Blog me! Link your Business!



*Learn how to really connect with your clients through social media!*

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## Summary

Social media is everywhere — we cannot ignore it. It is the new way of communicating with current generations and future leaders ... if you understand its dynamics. Commonly described as 'earned' media, users of these marketing tools must learn and follow rules that are very different from more traditional marketing approaches.

This workshop will guide participants through the principles of social media in the business context and provide strategies on how to utilise this platform to create interest in your brand, your people, and your business.

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## What you will learn

By attending this workshop you will learn to:

- describe key elements of social media and how they interact
- explore the benefits of using social media in your business
- acquire practical tips and tricks to use social media in the business context
- build an awareness of the impact of social media and your brand/company culture.

You will also walk away with a draft social media plan so you can start implementing your ideas immediately!

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## CPD points for real estate people

On successful completion of this workshop, real estate participants will achieve 4 of the required 12 points of professional development to meet the ACT Office of Regulatory Services (ORS) conditions for the renewal of a licence or certificate of registration.

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## Details

**Date:** One half-day workshop on Thursday 24 May 2012

**Time:** 8:30am – 12.30pm

**Where:** WISDOM Learning Centre, Fairbairn ACT

**Cost:** \$330, including all materials and gourmet morning tea and lunch.

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## How to register

Register online at [www.wisdomlearning.com.au](http://www.wisdomlearning.com.au) or contact us for more details.

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