



# SHAPA DIGITAL MARKETING WORKSHOP 2010

## WELCOME!

I'm so pleased that you will be joining us on the 14<sup>th</sup> April 2010 for the 2<sup>nd</sup> SHAPA Digital Marketing Workshop.

This Welcome Pack is intended to answer any practical questions you may have and help you get the most out of the day.

I want you to have a memorable experience and take away plenty of new ideas, tools and practical strategies you can apply to your digital marketing, as well as having a thoroughly enjoyable time.

## Workshop Outline

**"There is a better way to do it. Find it" Thomas A. Edison**

Susan Hallam will join us for the day and together we will help you to maximise the impact of your digital marketing, by exploring three topics:

- Using Social Media: to acquire new customers and achieve real business advantage;
- Website Conversion: converting website browsers to customers and maximising sales leads;
- Smarter Email Marketing: tactics to boost results.

## Tips for getting the most out of the Day

- **Research indicates that learning that is applied immediately sticks best**, so I suggest you plan some time in your schedule to put your new ideas, tools and techniques into action in the coming days after the Workshop;
- **I'll also be encouraging you to make your own notes & crib-sheets during the day**, to accelerate your learning and give you really useful tools to use back in the office.

## Practical Matters

### Start and finish times:

Registration is from 08:30 a.m. in the Langton suite, from which time tea, coffee & pastries will be available.

The day starts at 9:00 a.m. prompt, and finishes at 5.00 p.m.

**Venue:**

We have a great venue - the Hilton Leicester hotel just off M1 junction 21. The hotel is also accessible from Leicester train station, which is in the City Centre approximately 5 miles away and takes about 15 – 20 minutes by taxi. The address is: **Hilton hotel, Junction 21 Approach, Leicester, LE19 1WQ**. Please visit [www.hilton.co.uk/leicester](http://www.hilton.co.uk/leicester) for directions.

We'll be in the **Langton Suite**, on the ground floor; please ask reception to direct you on arrival.

There is free on-site parking for SHAPA delegates (you may need to get your ticket validated during one of the breaks).

We also have a special B&B rate for SHAPA members of £90 per person (sole occupancy) per night at the Hilton Leicester, if you would like to overnight at the hotel (which includes complimentary use of their LivingWell gym facilities). Call Chantal Brown on 0116 263 4577 and quote 'SHAPA Workshop' to book.

**Lunch & refreshments:**

Lunch will be a two-course hot & cold buffet, served in the Flavours restaurant, where you can choose from a selection of salads, sandwiches, jacket potatoes & hot food from the counter – eat as much or as little as you like. We'll have tea/coffee breaks during the day, with warm cookies in the afternoon.

**What to bring:**

Your energy, openness & enthusiasm. Bring along any of your preferred materials to capture ideas on, as I'll be encouraging you to make your own notes and crib-sheets during the day. Everything else will be provided.

**What to wear:**

Up to you. Most people choose comfortable business casual wear.

**Special requirements:**

Please email me ([kimberley@indabaevents.co.uk](mailto:kimberley@indabaevents.co.uk)) by **Wednesday 8<sup>th</sup> April 2010** if you have any special requirements: if you have a disability of any kind, or special dietary needs. I'll do all I can to help meet your needs.

I'm looking forward to a fantastic day together!

With my warmest regards

**Kimberley Davies-Phippen**  
**Director**  
**The Indaba Event Company Ltd.**

