



Social Media – what's in it for me?

Where: Buxted Park Hotel, near Uckfield

When: Wednesday 22nd September 2010 from 7.30am-10.30am

Cost: £10.00 per head (including full English breakfast)

You are invited to attend our next Business Breakfast on Wednesday 22nd September 2010 at Buxted Park Hotel, Buxted Lodge, Station Road, Buxted, East Sussex TN22 4AY.

Social Media – What's in it for me?

A brief look at Social Media for business – what are the potential benefits and risks, what works and what doesn't, plus 3 top tips for each of the 'big three' – Twitter, Facebook and LinkedIn.

Speaker Bio: Robin Houghton is director of local company, Eggbox Marketing (www.eggboxmarketing.co.uk). Her background includes nearly ten years in the corporate world – she was Nike's first UK Women's Category Marketing Manager, moving on to international marketing roles at Adidas, before being bowled over by the internet in the late 1990s. She completed an MA in Digital Media ten years ago, was a Twitter 'early adopter', and has presented talks and workshops to hundreds of business owners on the subject of social media and online marketing.

Networking

During the Breakfast there will also be an opportunity for you to introduce yourself to the other businesses by taking 30 seconds to describe your business, and highlighting issues that your business is currently facing. There will be the usual opportunity for informal networking.

How to register

If you would like to attend please complete the registration form and return to us (along with payment, cheques made payable to Wealden District Council), by no later than Friday 10th September 2010. If you prefer you can register your interest by email to claire.mchugh@wealden.gov.uk and pay £10 cash on the day. **T. 01892 602886/7 E. claire.mchugh@wealden.gov.uk**