



Social Media Marketing – Engage your Community Online

Net Affinity and the Hospitality Management Skillnet are hosting a series of Social Media Marketing events this March.

Whom this event is targeted towards:

The hospitality professional who wishes to gain a better understanding of what the evolution of social media means for their business.

The workshops are especially relevant for:

Hotel Owners, General Managers, Sales & Marketing Directors/Managers & Executives, Front of House & Reservations Executives.

Cost: €30 per delegate, to be pre-paid to Hospitality Management Skillnet

Dates, Times, Locations:

23 rd March	9.30am – 1pm	Green Isle Hotel, Dublin City West
24 th March	9.30am – 1pm	Portlaoise Heritage Hotel
25 th March	9.30am – 1pm	Maldron Hotel Galway
30 th March	9.30am – 1pm	Maldron Hotel Cork
31 st March	9.30am – 1pm	Dromhall Hotel Killarney

What this half day event will cover:

1. Fast tracking your understanding of social media
2. Exploring which tool to use to manage your presence.
3. Listen before you leap, Monitor your Brand
4. Promoting, developing and growing your Brand
5. Setting Goals and Measuring Outcomes
6. Potential Opportunities
7. Some helpful Time Management Tips

What You Will Leave With:

1. A Clear Overview of the Social Media Environment.
2. Social Media How to Guide for Twitter & Facebook.
3. Social Media Dictionary Explained.
4. Social Media Personality Template.
5. Social Media Guidelines for your employees.
6. Social Media Strategy Guidelines

About Net Affinity:

Net Affinity is a hotel marketing agency specialising in the provision of digital marketing services for independent and group hotels across Europe since 2000.

We combine our extensive wealth of marketing, web design and technical expertise to creating social, strategic & results driven sites and campaigns.

We pride ourselves on working with some of the best hotels, helping them to differentiate their brands online and engage with their target audience in an increasingly complex social world.

Hospitality Management Skillnet is an industry led training initiative funded by the Department of Enterprise, Trade & Employment and promoted by the Irish Hospitality Institute.

Hospitality Management Skillnet is funded by member companies and the Training Networks Programme, an initiative of Skillnets funded from the National Training Fund through the Department of Enterprise, Trade & Employment.

For bookings or further information contact:

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Hospitality Management Skillnet

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