

Social Media Belfast 2016



@agendani

#smbelfast

07.09.2016

DISCOUNTED LOCAL GOVERNMENT OFFER!

Social Media Belfast Conference 2016
Wednesday 7th September 2016, Baby Grand, Belfast
Discounted Local Government Offer

Social Media Belfast, organised by agendaNi magazine, is an important opportunity to learn how to achieve effective social media results. Providing more than just marketing opportunities, social media is an extension of fresh innovative ideas and direct customer engagement. **As the Council's role has evolved to connect with digital citizens and promote the area through new channels,** Social Media Belfast will explore the current social media landscape with real life case studies.

- Learn how to create attention grabbing content
- Do you know how to engage with millennials?
- Expert line-up of top brands and expert marketers
- Are you ready for social selling?
- Listening to and engaging with key stakeholders in new ways
- Creating powerful low-cost campaigns

Expert speakers include:

- Paul Coleman, Digital and Social Media Manager, Tourism NI
- Bronagh Dalzell, Head of Communications, Belfast Health and Social Care Trust
- Sean Earley, Creative Director, New/Slang
- Stuart Robinson, Programme Controller/Presenter, Cool FM and Downtown Radio
- Gareth Lambe, Head of facebook Ireland (*invited*)
- Stephen Baxter-Crawford, Social Media Manager, Queen's University Belfast
- Joyce Savage, Marketing Manager, Cancer Focus Northern Ireland
- Paul McGarrity, Managing Director, Octave Digital
- Kerry Coulter, Social Media Manager, Grand Opera House

Full programme available online at www.agendaNi.com/events

Registration

Negotiated by NILGA, an exclusive discounted rate of **£125 ex VAT (full delegate fee £185 + VAT)** is available for local government elected representatives and officers wishing to attend. **This offer is limited**, to secure your place at the discounted rate, contact agendaNi directly on 028 9261 9933 or email registration@agendani.com and quote **NILGA**.

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