



Attention Experts

Digital Marketing Engagement & Growth Experts

**Social Media Possibilities
Workshop**

(Beginner & Intermediate)

Be Seen. Be Valued. Be Profitable.

www.attentionexperts.com

Who is Attention Experts?

Attention Experts is a digital marketing growth and engagement strategy agency, which predominately specialise in social media and sales funnel builds. Attention Experts prides itself on being at the forefront of digital marketing trends, sales funnel and content engagement strategies, to produce increases in ROI in an ever-more challenging digital marketing environment.

What will be taught in the Digital Marketing Trends & Positioning ROI workshop?

This workshop is focused around the current and future market trends of social and digital marketing. It also has a focus on legal and compliance for focus industry. It looks at how to expand from the current basic online marketing strategies, to the more advanced and ensure a ROI. Attendees will be given a solid basis moving into 2018 with the latest in social media strategy, legal risk and contingency.

The overall workshop will focus on social media strategy for the hospitality/ accommodation industry, resource allocation, risk management, legal contingency and future trends.

The workshop is delivered over one day for 8 hours. Two 3.5 hour presentations to be delivered over the course of the day.

Each participant is encouraged to bring a laptop to participate in live demonstrations and exercises.



Schedule

Session 1 - 3.5 hours

- The fundamental changes currently occurring in 2018 on Facebook/Instagram and how to adapt.
- Key levels of social media value for businesses within hospitality/accommodation industry.
- Understanding the landscape of social media with regards to current date effective strategies.
- Social media and best practices across the hospitality/accommodation industry.
 - How has it been used currently?
 - Why is it being used?
 - What platforms have been predominately used (TripAdvisor, Google Reviews, Facebook, Instagram, ratings through Bookings. com, etc).
 - Who has been using social media well within a focus industry (case studies and examples of leaders within focus industry).
- Risks of social media for businesses.
 - Identifying critical, immediate and ongoing risks.
 - Management and handling of review sites.
 - How to develop the framework and policy to handle risk to social media.
- How to build engagement and brand value through social media.
- Facebook advertising. What is required for a successful campaign?
- Facebook audience building.

(The below segment is delivered and conducted by digital lawyer/barrister Katherine Hawes)

- What are the key legal issues with running a social media marketing campaign?
- Issues with running competitions, email and internet policies and content policies.
- How to protect the organisation and set policy around social media marketing.

Session 2 - 3.5 hours

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- Review sites. The latest in review site management and their dynamics.
- Sales funnel build and where does social media fit in?
- How to adapt to specific Facebook/Instagram algorithm changes for 2018.
- Facebook advertising strategies incorporated with sales funnels.
- What is a Facebook pixel and how is it used?
- Basic and intermediate Facebook pixel and audience build strategies.
- Facebook messenger and the hospitality industry. How to create effective advertising strategy around this.
- How to best prepare for 2018 in the realm of social media.

End goal of workshop for participants

- To ensure each participant has left the workshop with clear and usable digital and social marketing methods that can be implemented into their business right away. These methods are cutting-edge strategies and techniques.

- That each participant knows how to measure and evaluate their current digital and social marketing approach, so they can themselves assess if it is at the moment successful or not. They will know why it is, or is not, successful.

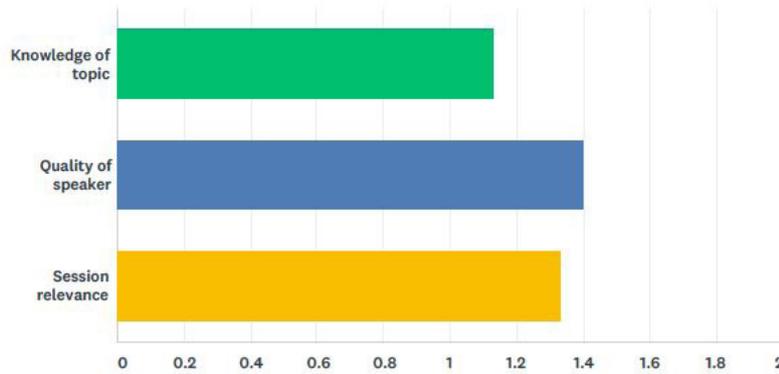
- Participants will be able to implement strategies in their own business upon leaving the workshop.

- Each participant will leave the workshop with a genuine confidence that they understand the direction of digital and social marketing, what are the latest trends, and knows how to position their business to be able to handle these trends – with little to no cost, rather than an absorbent cost, in the future.

Feedback from our most recent workshop held on 1st November, 2017

Q1 Speaker 1: George Hawwa, Growth Director at Attention Experts

Answered: 15 Skipped: 0

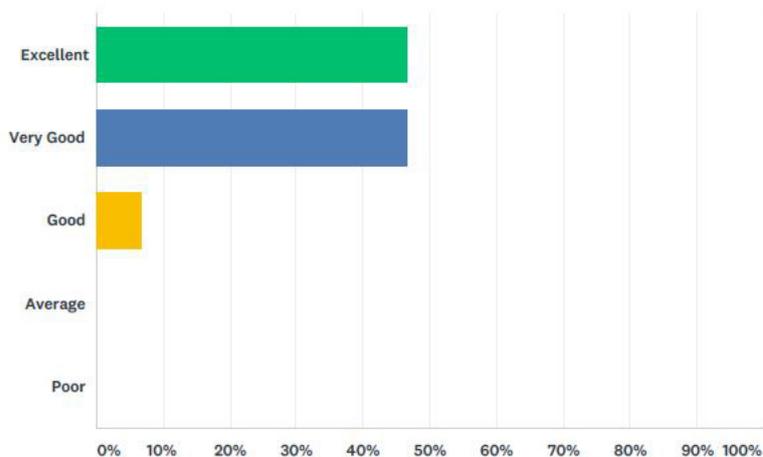


	EXCELLENT	VERY GOOD	GOOD	AVERAGE	POOR	TOTAL	WEIGHTED AVERAGE
Knowledge of topic	86.67% 13	13.33% 2	0.00% 0	0.00% 0	0.00% 0	15	1.13
Quality of speaker	60.00% 9	40.00% 6	0.00% 0	0.00% 0	0.00% 0	15	1.40
Session relevance	66.67% 10	33.33% 5	0.00% 0	0.00% 0	0.00% 0	15	1.33

COMMENTS	DATE
George is very experienced and knowledgeable in the social media marketing field, the content was very relevant and covered all aspects. Great to understand the dynamics more and changing trends and how to apply these learnings to improving revenues. George was very engaging and kept the group interested throughout the entire day.	10/31/2017 12:42 PM
Very informative	10/31/2017 11:22 AM
Outstanding Knowledge and plenty of take away items from the workshop. Great to also get an insight on the changes that are happening on Facebook and some of the emerging technologies	10/31/2017 10:23 AM
I liked George's style, easy to follow & down to earth.	10/31/2017 9:46 AM

Q8 How would you compare this event to other meetings of a similar nature?

Answered: 15 Skipped: 0



ANSWER CHOICES	RESPONSES	Count
Excellent	46.67%	7
Very Good	46.67%	7
Good	6.67%	1
Average	0.00%	0
Poor	0.00%	0
TOTAL		15

Presenters

Attention Experts Growth Director - George Hawwa

George is in charge of the overall strategy for client accounts at Attention Experts and ensures that clients are obtaining a suitable return on their marketing investment. He oversees the content, advertising and strategy of client accounts, as well as oversees the current research division of Attention Experts, which identifies and collects data on the latest digital marketing trends and strategies.



Digital Age Lawyers - Barrister, Katherine Hawes

With over 20 years' proven legal and business experience, both as a barrister/solicitor and small business owner. Katherine has extensive litigation and dispute resolution experience. She is experienced in assisting Australian businesses establish themselves within the Asia-Pacific environment.

Katherine has extensive experience in designing and implementing adult education programs within the legal environment, specialising in providing legal knowledge and skills to non lawyers.



COST

\$425 + GST per person

