



OMTAC Ltd, 15-17 Middle Street, Brighton, BN1 1AL. United Kingdom.
Telephone: 0845 058 39 85 (UK Local Rate). Fax: +44 (0) 7006 026 062.
www.omtac.com E-mail: digital@omtac.com

'INTRODUCTION TO DIGITAL & SOCIAL MEDIA MARKETING'
4-DAY TRAINING COURSE IN BRIGHTON UK
(RESIDENTIAL / NON-RESIDENTIAL OPTIONS AVAILABLE)

INTRODUCTION

Welcome to this basic PDF paper-version of the web pages describing the intensive, fast-track 4-day 'Introduction To Digital & Social Media Marketing' Training Course taking place in Brighton UK for Marketing Managers and Directors, PR Professionals, Sales & Business Development Managers, Business Owners and Senior Executives in small, medium and large businesses, organisations and institutions in the UK, Europe and Worldwide.

This is a stripped-down version of the web pages, with no graphics etc, to provide a simple document for printing off. We hope it is helpful. Please print off the PDF of the Booking Form separately, or book securely using the online booking form (click through to the "Course Dates, Prices and Booking" section at www.digitalmarcoms.com).

Social Media is the new digital, and the skills sets of (Marketing) managers need to change and evolve rapidly to keep up with competitors - Mark Choueke, Editor of Marketing Week, Marketing Live

TRAINING COURSE DATES

The 'Introduction To Digital & Social Media Marketing' Training Course will run over 4 days from 3.30pm (arrival) on Tuesday to 3pm Friday in Brighton UK, close to London Gatwick, and other London airports and well connected by rail and road to the rest of the UK and Europe.

Places are currently available on the Course(s) dates advertised unless otherwise indicated (however if you wish to book 4 or more places please email us first at digital@omtac.com), the next Course will take place from:

- **Tuesday 1 November 2011 to Friday 4 November 2011***

**Please see the website or email us at digital@omtac.com for availability. (Places are limited to 16 participants per Training Course.)*

ABOUT THE TRAINING COURSE

The 'Introduction To Digital & Social Media Marketing' Training Course will begin at 4pm Tuesday and run to 3pm Friday.



*OMTAC Ltd, 15-17 Middle Street, Brighton, BN1 1AL. United Kingdom.
Telephone: 0845 058 39 85 (UK Local Rate). Fax: +44 (0) 7006 026 062.
www.omtac.com E-mail: digital@omtac.com*

This 'Introduction To Digital & Social Media Marketing' Training Course is a one-stop-shop 'boot camp' specifically designed to provide cost-effective, comprehensive training in key Internet, Social Media and Mobile marketing (emarketing/marcomms) channels, platforms, techniques and strategies to ensure you know what you need to know, whether for 'Business to Consumer' (B2C), 'Business to Business' (B2B) or 'Not For Profit', with workshops and presentations on:

- Website Development & Marketing,
- Copy Writing For The Web,
- Search Engine Optimisation (SEO),
- Sharing, Bookmarking and News Feeds,
- Photographs (Flickr), Video (YouTube & Vimeo) & Audio (Podcasting, iTunes) Marketing,
- Email Marketing,
- Social Media Marketing (Facebook & LinkedIn),
- Mastering Google (Advertising & Applications),
- Google, Facebook, LinkedIn, Twitter, Guides & Directories, Online Publications etc) for sales, customer services, staff recruitment etc,
- Blogging and Micro Blogging (Twitter etc),
- Event Management,
- Online Payments,
- Disability Web Access,
- Surveys & Forms,
- Affiliate & Voucher Marketing,
- Crowdsourcing,
- Mobile Social Media (Geotagging etc) and Mobile Marketing (Mobile Applications (Apps) and Mobile Web),
- Other key themes and topics.

The 'Introduction To Digital & Social Media Marketing' Training Course will conclude with Strategic & Action Planning workshops lead by a senior Digital Marketing Strategy Consultant who normally advises FTSE 350 firms, to ensure you leave with a realistic, well-informed action plan for how to implement effective digital marketing for your company or organisation, drawing on all the knowledge and understanding gained over the four days in Brighton.

Experts in their specialist fields, our guest Course Tutors & Speakers will be sharing their practical experience, ideas and advice while training you in all the key digital marketing theories, tips and techniques you need to know and understand, whether for in-house



*OMTAC Ltd, 15-17 Middle Street, Brighton, BN1 1AL. United Kingdom.
Telephone: 0845 058 39 85 (UK Local Rate). Fax: +44 (0) 7006 026 062.
www.omtac.com E-mail: digital@omtac.com*

implementation or appointing and managing third party agencies and consultancies to advise on your Digital Online Marketing activity.

This is an unique opportunity to benefit from the expertise of these carefully selected Course Tutors & Speakers, including:

Alex Bellinger (SmallBizPod), Matthew D'Arcy (OMTAC), Dan Fielder (Sticky Content), Stefan Hull (PropellerNet), Steve Johnston (Google Author & Consultant), Jenni Lloyd (NixonMcInnes), Martin Wake (Sticky Content), Catherine Toole (Sticky Content) and Helen Wilkinson (Metrodeco).

The Course is limited to just 16 participants to ensure maximum learning and business networking opportunities with other delegates and the Course Tutors & Speakers. Specially discounted accommodation rates have been negotiated for Course participants at the Holiday Inn Brighton-Seafront Hotel or you can make your own accommodation arrangements.

ANY QUESTIONS? CONTACT US

If you have any questions please don't hesitate to email us at digital@omtac.com or call us on 0845 058 39 85 (Local Rate Call).

WHO SHOULD ATTEND AND WHY?

WHO SHOULD ATTEND?

If you are struggling to keep up with the rapidly evolving world of digital marketing and how to use it effectively as part of your marketing and sales strategy... this compact, intensive 4-Day 'Introduction To Digital & Social Media Marketing' Residential & Non-residential Training Course will cover all key channels, platforms, techniques and strategies and is your fast-track, comprehensive, relevant and cost effective route to becoming a confident, knowledgeable manager with the skills to implement Internet, Social Media and Mobile marketing (emarketing/marcomms) effectively for business growth and development in the short, medium and long-term.

WHY ATTEND?

As Mark Choueke, Editor of Marketing Week, commented at **MARKETING LIVE**, marketing is changing rapidly... Social Media is the new digital, and the skills sets of marketing managers need to change and evolve rapidly to keep up with competitors.



*OMTAC Ltd, 15-17 Middle Street, Brighton, BN1 1AL. United Kingdom.
Telephone: 0845 058 39 85 (UK Local Rate). Fax: +44 (0) 7006 026 062.
www.omtac.com E-mail: digital@omtac.com*

We have developed this 4-day course with exactly this need for new digital online marketing, social media marketing and mobile marketing understanding and skills in mind.

We appreciate the pressure to make the right strategic decisions and invest resources effectively is considerable on those charged with driving marketing, communications, PR, development and sales growth.

To do so without proper understanding of digital marketing, possibly relying on third party agencies and consultancies, is at best risky and short-sighted.

By investing 4 days this year in learning the basics of Internet, Social Media and Mobile marketing you will learn the essentials of digital, social media and mobile marketing from selected industry experts and how to implement it strategically in your marketing mix for high return on investment (ROI)... and be able to answer "YES" to all the following questions:

- WEBSITE DEVELOPMENT & WEB 2.0 USER GENERATED CONTENT (UGC) - Do you know how to enhance your website with additional functionality (disability web access, bookmarking, RSS, blogging, video, audio, online payments, polls, surveys and forms etc) that embraces Web 2.0 (User Generated Content such as Wikipedia, YouTube, iTunes, Flickr etc) and helps your customers and suppliers to act as ambassadors for your brands, products and services?
- SEARCH ENGINE OPTIMISATION (SEO) & GOOGLE ANALYTICS - Do you understand and are you implementing effectively the basics of Search Engine Optimisation (SEO) and Google (Tracking with Analytics, Registering with Maps etc)?
- WEB/INTERNET ONLINE ADVERTISING AND MOBILE ADVERTISING (GOOGLE ETC) - Do you understand and are you implementing effectively Google Advertising with AdWords, Facebook Advertising, LinkedIn Advertising, Twitter Advertising etc and other online and mobile advertising, affiliate and voucher marketing etc to increase sales, improve customer services, recruit new staff inexpensively etc?
- REPUTATION MANAGEMENT AND PUBLIC RELATIONS (PR) ONLINE - Are you undertaking brand, product and service tracking online (Google Alert, Giga Alert and other 'buzz monitoring' systems)? Do you have a strategy for managing and protecting your reputation and brands online and on mobile?
- EMAIL AND SURVEYING – Do you know how to create Email marketing campaigns and to Survey your current and future customers effectively?
- MULTI-MEDIA - Do you understand basic techniques for utilising multi-media effectively "in-house" (or outsourced) both for the production of photographs, video (YouTube, Vimeo) and audio (Podcasting, iTunes) and using it for promotion and marketing?



*OMTAC Ltd, 15-17 Middle Street, Brighton, BN1 1AL. United Kingdom.
Telephone: 0845 058 39 85 (UK Local Rate). Fax: +44 (0) 7006 026 062.
www.omtac.com E-mail: digital@omtac.com*

- BLOGGING AND MICRO-BLOGGING (TWITTER ETC) - Are you clear on the marketing and customer service opportunities of micro-blogging platforms like Twitter and how to exploit them?
- SOCIAL MEDIA NETWORKS (FACEBOOK, LINKEDIN etc) - Do you understand Social Media Networks like Facebook and LinkedIn and how to use them for effective customer engagement etc?
- ONLINE SERVICES, SUPPLIERS & RECRUITMENT - Are you aware of the potential for securing digital marketing services and suppliers on the Internet, through Crowdsourcing etc? Are you able to manage your Events online?
- MOBILE MARKETING - Are you and your colleagues fully aware of all the potential channels, applications and benefits for using Mobile platforms for your marketing, communications, training and staff support?
- COMPETITIVE ADVANTAGE - Are you confident that you and your colleagues will avoid being left behind by your competitors and are not spending too much, ineffectively, to implement mobile techniques and technologies?
- STRATEGIC PLANNING - Are you confident you have fully integrated digital online marketing into your marketing plan and you have established a strategy for utilising the Internet and Social Media in the short, medium and long term?
- OUTSOURCING DIGITAL MARKETING (MANAGING AGENCIES & CONSULTANCIES) - Are you happy that you are managing external third-party consultancies and agencies effectively, or are they managing you?

COURSE PROGRAMME

This intensive, residential 4-Day 'Introduction To Digital & Social Media Marketing' Training Course has been designed for managers, directors, professionals and business owners who are struggling to keep up with the rapidly evolving world of digital marketing and how to use it effectively as part of their marketing and sales strategy.

The programme will cover all key aspects of Internet, Social Media and Mobile marketing. Our Course Tutors & Speakers will work hard to share their experience and expertise in the time available.

They will give you an overview and basic understanding of key aspects of Digital Marketing, Social Media Marketing and Mobile Marketing and also try to ensure that you leave Brighton equipped with new contacts, insights, understanding, ideas, tips and techniques and a strategic action plan you can implement effectively for business growth and development.



OMTAC Ltd, 15-17 Middle Street, Brighton, BN1 1AL. United Kingdom.
 Telephone: 0845 058 39 85 (UK Local Rate). Fax: +44 (0) 7006 026 062.
www.omtac.com E-mail: digital@omtac.com

COURSE PROGRAMME

The course will run from 4pm Tuesday to 3pm Friday and various course dates are available. (Please see below for the 'Introduction To Digital & Social Media Marketing' Course Dates, Prices and Booking information.)

Sessions will be presented and led by our Course Tutors & Speakers, please click on the link for Course Tutor and Speaker Biographies.

To read about each Session in detail (and each aspect of Digital & Social Media Marketing to be covered) please click on the link to see the 'Introduction To Digital & Social Media Marketing' Course Syllabus.

DAY	TIME	TOPIC
TUESDAY (DAY 1)	3.30pm - 4pm	REGISTRATION & REFRESHMENTS (Hotel residents may check-in from 3pm)
DAY 1	4pm - 5.30pm	SESSION 1 WELCOME & INTRODUCTIONS with Matthew D'Arcy, Course Director
DAY 1	5.30pm - 7.20pm	SESSION 2 OVERVIEW OF DIGITAL MARKETING
DAY 1	8.30pm - 10.30pm	SESSION 3 ('Working Dinner') CASE STUDY PRESENTATION
WEDNESDAY (DAY 2)	8.30am - 9am	SESSION 4 BRIEFING - 'ONLINE PAYMENTS'
DAY 2	9am - 11am	SESSION 5 Grp 1 - WEB MARKETING Grp 2 - SEARCH ENGINE OPTIMISATION (SEO)
DAY 2	11am - 11.20am	Refreshments
DAY 2	11.20am - 1.30pm	SESSION 6 ('Working Lunch') Grp 1 - SEARCH ENGINE OPTIMISATION (SEO) Grp 2 - WEB MARKETING
DAY 2	1.30pm - 2.30pm	Freetime



OMTAC Ltd, 15-17 Middle Street, Brighton, BN1 1AL. United Kingdom.
 Telephone: 0845 058 39 85 (UK Local Rate). Fax: +44 (0) 7006 026 062.
www.omtac.com E-mail: digital@omtac.com

DAY 2	2.30pm - 3pm	SESSION 7 BRIEFING - 'DISABILITY WEB ACCESS'
DAY 2	3pm - 5pm	SESSION 8 Grp 1 - SOCIAL MEDIA MARKETING (FACEBOOK & LINKEDIN) Grp 2 - GOOGLE (ADVERTISING, ANALYTICS & APPLICATIONS)
DAY 2	5pm - 5.20pm	Refreshments
DAY 2	5.20pm - 7.20pm	SESSION 9 Grp 1 - GOOGLE (ADVERTISING, ANALYTICS & APPLICATIONS) Grp 2 - SOCIAL MEDIA MARKETING (FACEBOOK & LINKEDIN)
DAY 2	7.20pm - 8.30pm	Freetime
DAY 2	8.30pm - 10.30pm	SESSION 10 ('Working Dinner') CASE STUDY PRESENTATION
THURSDAY (DAY 3)	8.30am - 9am	SESSION 11 BRIEFING - 'POLLS, SURVEYS & FORMS'
DAY 3	9am - 11am	SESSION 12 Grp 1 - MICRO BLOGGING - TWITTER Grp 2 - COPY WRITING FOR THE WEB, SOCIAL MEDIA & MOBILES
DAY 3	11am - 11.20am	Refreshments
DAY 3	11.20am - 1.30pm	SESSION 13 ('Working Lunch') Grp 1 - COPY WRITING FOR THE WEB, SOCIAL MEDIA & MOBILES Grp 2 - MICRO BLOGGING - TWITTER
DAY 3	1.30pm - 2.30pm	Freetime
DAY 3	2.30pm - 3pm	SESSION 14 BRIEFING - 'AFFILIATE & VOUCHER MARKETING'
DAY 3	3pm - 5pm	SESSION 15 Grp 1 - MOBILE MARKETING Grp 2 - EMAIL MARKETING
DAY 3	5pm - 5.20pm	Refreshments



OMTAC Ltd, 15-17 Middle Street, Brighton, BN1 1AL. United Kingdom.
 Telephone: 0845 058 39 85 (UK Local Rate). Fax: +44 (0) 7006 026 062.
www.omtac.com E-mail: digital@omtac.com

DAY 3	5.20pm - 7.20pm	SESSION 16 Grp 1 - EMAIL MARKETING Grp 2 - MOBILE MARKETING
DAY 3	7.20pm - 8.30pm	Freetime
DAY 3	8.30pm - 10.30pm	SESSION 17 ('Working Dinner') CASE STUDY PRESENTATION
FRIDAY (DAY 4)	8.30am - 9am	SESSION 18 BRIEFING - 'CROWDSOURCING'
DAY 4	9am - 11am	SESSION 19 Grp 1 - VIDEO & AUDIO (PODCASTING) MARKETING Grp 2 - STRATEGIC & ACTION PLANNING (Hotel residents check-out by 12pm)
DAY 4	11am - 11.20am	Refreshments
DAY 4	11.20am - 1.20pm	SESSION 20 Grp 1 - STRATEGIC & ACTION PLANNING Grp 2 - VIDEO & AUDIO (PODCASTING) MARKETING (Hotel residents check-out by 12pm)
DAY 4	1.20pm - 3pm	SESSION 21 ('Working Lunch') PRESENTATIONS & REVIEW
DAY 4	3pm	Close - Farewells

[PLEASE NOTE: We reserve the right to alter any aspect of the programme outlined above, which is provisional and provided as a guide only. Where necessary we will make alterations or develop a completely alternative programme if necessary and appropriate. Where such changes are deemed necessary we will make every effort to ensure that the new programme meets the same objectives as the original.]

Included in the booking price, refreshments (tea/coffee/water and biscuits) will be served on arrival and during comfort breaks and a light working lunch (sandwiches, fruit, drinks etc) and working dinner (3 courses) will be served each day to allow for discussion, talks and presentations.



*OMTAC Ltd, 15-17 Middle Street, Brighton, BN1 1AL. United Kingdom.
Telephone: 0845 058 39 85 (UK Local Rate). Fax: +44 (0) 7006 026 062.
www.omtac.com E-mail: digital@omtac.com*

COURSE TUTORS & SPEAKERS

WHO ARE THE COURSE TUTORS & SPEAKERS?

We are delighted to have some of the leading industry experts in digital marketing as our Course Tutors & Speakers, providing you with the opportunity to meet, learn from and network with some of the best digital marketing pioneers around.

Passionate about their specialist areas, highly experienced and keen to share their knowledge and insights as well as unique case studies and examples, our Course Tutors & Speakers will provide high quality training in terms you can understand and with business examples you can relate to.

Our Course Tutors & Speakers have been carefully selected to provide relevant instruction in the key techniques we think you need to know, using layman's terms. They will give an overview of their subject area, including current and future thinking, development and innovation to set a context and bring you fully up to speed with channels, platforms and terminology, before concentrating on specific insights, tips and techniques you can implement yourself in-house and/or outsource to agencies and consultants, from a position of strength and knowhow. They will also address strategic issues (implementation, integration, resourcing) for your marketing mix and planning.

YOUR COURSE TUTORS & SPEAKERS

ALEX BELLINGER, FOUNDER, SMALLBIZPOD - Alex is the entrepreneur, editor and founder of SmallBizPod which on its launch in March 2005 was the first business podcast in the UK. SmallBizPod has gone on to establish itself as one of the most influential and popular video and audio podcasts and blogs aimed at small businesses and entrepreneurs. It has always pushed the boundaries of social media to create compelling content and develop a passionate and loyal audience.

As a podcasting pioneer, Alex has advised businesses of all sizes on social media and how to produce, promote and get the best from compelling audio and video on the web as part of a broader online strategy. In 2005 Alex co-organised the world's first conference on Podcasting which took place in London and was attended by the BBC, The Guardian, Lonely Planet and many other organisations who subsequently went on to create their own podcasts.

His previous experience includes heading up corporate communications for the commercial banking operations of HSBC, RBS and Alliance & Leicester as well as a career in marketing and public affairs in the food industry.



*OMTAC Ltd, 15-17 Middle Street, Brighton, BN1 1AL. United Kingdom.
Telephone: 0845 058 39 85 (UK Local Rate). Fax: +44 (0) 7006 026 062.
www.omtac.com E-mail: digital@omtac.com*

MATTHEW D'ARCY, DIRECTOR, OMTAC - Matthew is OMTAC's (www.omtac.com) lead trainer in Internet, Social Media and Mobile Marketing, and has been delivering training workshops, seminars and in-house training seminars for many years. He also speaks at Conferences and Exhibitions, such as the IMBIBE Drinks Industry Trade Show at Earls Court, London and the IDPE in Oxford.

Matthew has had broad experience over 20 years of the worlds of Marketing, the Internet, E-commerce, Education and Government and is able to draw on his practical business experience (in brand development, recruitment, web development, consumer marketing and business to business marketing) to provide training in a relevant business context.

Matthew first began marketing with the web in the late 1990s. In 2000 he co-founded Swing Digital Ltd, a digital web development consultancy and launched OMTAC Ltd in 2004. Over his career to date Matthew has had responsibility for marketing a broad range of products and services, from sports equipment, travel, conferences, events, retail shops and restaurants to internet services, education and novelty items such as sunglasses from the Matrix movies!

DAN FIELDER, HEAD OF CONTENT AND CO-FOUNDER OF STICKY CONTENT - Since 1997, Dan has led and delivered high-quality content projects to global brands, financial institutions, government agencies and successful internet businesses. His clients have included Business Link, Curriculum Online, Heinz, Lloyd's of London, Lloyds TSB, London Business School and Yell.com.

Dan designed Sticky Content's (www.stickycontent.co.uk) bespoke Web-writing courses, and has delivered training to Deloitte & Touche LLP, Alstom, the Foreign and Commonwealth Office and the Science and Technology Facilities Council. He also trains for Webcredible and the Media Trust.

Dan has edited print titles for the VNU and emap publishing groups, and contributed to a wide range of national newspapers and publications, including weekly features for the Sunday Express and film reviews for Time Out Paris.

STEFAN HULL, BUSINESS DIRECTOR, PROPELLERNET - Stefan has a broad range of business experience to draw on for his role at Propellernet advising clients across a range of sectors, such as travel and entertainment and including some of the country's biggest retailers, about using search to capture, connect and capitalise on customer relationships. He presents at a number of events including the Online Marketing Show, Social Media Marketing and ad:tech London.



*OMTAC Ltd, 15-17 Middle Street, Brighton, BN1 1AL. United Kingdom.
Telephone: 0845 058 39 85 (UK Local Rate). Fax: +44 (0) 7006 026 062.
www.omtac.com E-mail: digital@omtac.com*

Stefan has undergraduate and postgraduate law degrees and initially specialised in law in developing countries. His first proper job was as Lecturer in the Laws of Central Asia at the School of Oriental Studies but he's changed industries a number of times and other job titles have included: Pre-Sales Systems Engineer (for Data General / EMC, one of the world's largest technology companies), City Reporter (The Daily Telegraph) and General Manager (Brighton Racecourse and Conference Centre). He's also been a director of a FE college and has run courses for marketeers about how to make effective use of PR opportunities. (Given that he's spent his entire working life trying to find the perfect job perhaps it makes sense that he's ended up at a search agency!)

When he's not working Stefan produces his own music and DJs, windsurfs, runs, cycles and plays football with his two-year-old son.

STEVE JOHNSTON, FOUNDER & MANAGING CONSULTANT, SEARCH JOHNSTON - Steve founded Search Johnston in 2008 having worked independently as a Google Consultant since 2003 and is the author of the book '50 Ways to Make Google Love Your Web Site'. His consulting work has been underpinned by a determination to speak plain English to his clients about how Google 'understands' and 'ranks' web sites and as a result he is often invited to participate in the public debate about SEO for Google.

His history in the web services sector dates back to shortly after the web was invented in 1993 and has spanned the intervening years, during which time he has been involved in the web operations of a huge array of enterprises from many sectors, and in roles that typically evangelised the benefits of e-commerce and developed online strategies for their brands and propositions. He sees himself as an ageing inhabitant of the online frontier towns of 'Why Do I Need a Website', 'E-commerce Is Small Now, But Just You Wait' and 'Dot-com Boom Time' and believes we are all currently living in 'Making Google Love Your Website'!

Steve had a hands-on interest in computer technology that had begun in high school at the end of the 1970s. When the web arrived, it seemed an obvious extension of Computing's contribution to business: already managing data and transaction processing in the background, it could now process the communication channel between consumers and business. Steve is also old enough to have had a pre-web career, spending seven years attempting to create a high street bookselling group from scratch in South London. Ultimately he wasn't successful but learned a lot and yes, that was him on Dragons' Den in 2006, but that's another story! Steve is married with three teenage children and lives near the Roman city of Bath, in the south-west of the UK.

JENNI LLOYD, STRATEGY DIRECTOR, NIXONMCINNES - Jenni has a love of new technologies, a keen understanding of brand and design and a wealth of experience across different platforms and markets. As head of Nixon McInnes's Strategy Practice she is



*OMTAC Ltd, 15-17 Middle Street, Brighton, BN1 1AL. United Kingdom.
Telephone: 0845 058 39 85 (UK Local Rate). Fax: +44 (0) 7006 026 062.
www.omtac.com E-mail: digital@omtac.com*

responsible for helping FTSE 350 clients find their feet in the new social realm and deriving real business benefit from it. Jenni also enjoys her role as board director, helping steer the company and uphold Nixon McInnes's democratic principles - whilst gaining enormous insight into the realities of running a business.

Jenni often speaks at industry conferences and has delivered the Social Media module for the IDM Certificate in Digital Marketing. As well as her more corporate work Jenni is keen on exploring ways in which social media can be used for social good which is why she can be found geeking out at events like Social Innovation Camp, Hack the Government Day and Barcamp at weekends.

A digital veteran, Jenni started out as a multimedia designer developing CD ROMs. She built her first website in 1995 - for Unilever. This led to a Senior Design role with the BBC where she designed the first Top of the Pops website and later developed an interest in interactive TV. Jenni explored this further as Art Director in the iTV team at AGENCY.COM. Maternity leave and a move to Brighton led Jenni in a different direction, away from interactive design and into strategy and account direction for a diverse range of clients. Fascinated by the emerging social trend early on, she leapt at the chance to join NixonMcInnes in 2006.

MARTIN WAKE, CONTENT DIRECTOR, STICKY CONTENT - Martin has over a decade's experience of electronic publishing, writing and editing, specialising in the public sector, IT and finance. He was an editor at the Motley Fool UK and spent three years as web manager at the Housing Corporation, the Government's housing regulator. Martin's recent work includes projects for EHRC, the Energy Saving Trust, Nokia Siemens Networks and THINK! road safety.

Martin developed Sticky Content's (www.stickycontent.co.uk) popular 'Writing for SEO: a Practical Introduction Course', and has trained organisations as diverse as Worldwide Fund for Nature and London Stock Exchange. He consults, writes and edits for a wide range of clients on projects which involve a strong understanding of how to write to optimise copy for natural search - among them KFH, Threadneedle Investments and AOL Money.

CATHERINE TOOLE, FOUNDER & CEO, STICKY CONTENT - A former press journalist, Catherine has spent the past 13 years specialising in Web and email content projects for a wide range of clients, including global brands, major public sector organisations and international charities. Sticky Content (www.stickycontent.co.uk) also provides content strategy, web writing training, and copywriting services to many of the UK's top digital agencies.



OMTAC Ltd, 15-17 Middle Street, Brighton, BN1 1AL. United Kingdom.
Telephone: 0845 058 39 85 (UK Local Rate). Fax: +44 (0) 7006 026 062.
www.omtac.com E-mail: digital@omtac.com

A well-known speaker and blogger, Catherine is currently writing a book on Content Strategy and co-authoring a further book on the “nine new rules of ecommerce,” to be published later in 2010.

Catherine runs content seminars at Usability Weeks around the world for the Nielsen Norman Group. She writes an expert content blog for eConsultancy and sits on the British Interactive Media Committee.

HELEN WILKINSON, CO-OWNER, METRODECO - Helen is the co-owner with Maggie Morgan of the Metrodeco Tea Shop in Kemptown Brighton, self-billed as the UK’s only 1930s Parisian-style tea shop. They aim to offer 18 bespoke blends of fine tea, coffee and other refreshment with cakes and snacks in opulent surroundings. Metrodeco also contains two floors of elegant art deco and 20th century furniture for sale, including a range of tables, chairs and cabinets by renowned designers, such as Epstein, Eames and Wegner.

Realising they didn’t have a big marketing budget to promote their new business, Helen and her colleagues decided to use the Internet, Social Media and Mobile channels and platforms to promote Metrodeco as widely as possible. Their success with digital marketing has far exceeded expectations. As a result of their efforts awareness of the Metrodeco Tea shop is far wider than the boundaries of the normal catchment area for a small hospitality business, stretching beyond Brighton & Hove as far as New York!

An effective website (with online shopping for anyone wanting to buy their tea blends) backed by regular, dedicated use of blogging, Twitter, RSS, bookmarking, photographs, video and mobile apps means that Metrodeco stands as an excellent example of how businesses of all sizes can use basic techniques, a bit of knowhow and a lot of passion and commitment to punch far above their weight in marketing terms, at relatively low cost. It’s no surprise that Metrodeco became the first business in the country to hold a successful ‘swarm party’ on the social networking mobile app Foursquare, with more than 50 people gathering at the Tea shop for the hour-long event!

[PLEASE NOTE: Obviously it is impossible to guarantee that all our Course Tutors and Speakers will be available as planned and we reserve the right to change the Course Tutor and Speaker list for any particular course if necessary. In the event that a Course Tutor or Speaker is unable to participate in a particular course an alternative substitute with similar experience and expertise will take their place.]

COURSE SYLLABUS

We have planned the ‘Introduction To Digital & Social Media Marketing’ Training Course syllabus to cover the aspects of Internet, Social Media and Mobile Marketing that we think



*OMTAC Ltd, 15-17 Middle Street, Brighton, BN1 1AL. United Kingdom.
Telephone: 0845 058 39 85 (UK Local Rate). Fax: +44 (0) 7006 026 062.
www.omtac.com E-mail: digital@omtac.com*

are most relevant to the marketing mix for 'Business to Business' (B2B), 'Business to Consumer' (B2C) and 'Not-for-Profit' marketing, communications and PR.

The channels, platforms and techniques covered over the intensive 4-day training course should be at the core of any general marketing plan and form the foundation for digital marketing activity, whether in-house or outsourced to third party agencies and consultants.

Our Course Tutors and Speakers (all experts in their fields) will work hard to share their experience and expertise in the time available, giving you a general overview of each aspect of Digital Marketing and sharing techniques and strategies you can implement effectively for business growth and development when you return home from Brighton. (Sessions will be presented and led by our Course Tutors and Speakers, please click on the link for Course Tutor and Speaker biographies.)

COURSE SYLLABUS TOPICS

Please scroll down to read an overview of all the Digital Marketing, Social Media Marketing and Mobile Marketing topics to be covered in the 'Introduction To Digital & Social Media Marketing' Course Programme or click on the topic of specific interest in the list below, to be taken directly to the description for that topic.

- Overview Of Digital Marketing
- Case Study Presentations
- Briefings (Online Payments, Disability Web Access, Surveys & Forms, Affiliate & Voucher Marketing, Crowdsourcing)
- Web Marketing
- Search Engine Optimisation (SEO)
- Online Advertising
- Social Media Marketing (Facebook & LinkedIn)
- Mastering Google (AdWords Advertising, Analytics & Applications)
- Micro Blogging - Twitter
- Copy Writing For The Web, Social Media & Mobiles
- Mobile Marketing
- Email Marketing
- Video & Audio (Podcasting) Marketing
- Strategic & Action Planning
- Presentations & Review



*OMTAC Ltd, 15-17 Middle Street, Brighton, BN1 1AL. United Kingdom.
Telephone: 0845 058 39 85 (UK Local Rate). Fax: +44 (0) 7006 026 062.
www.omtac.com E-mail: digital@omtac.com*

OVERVIEW OF DIGITAL MARKETING - (Session 2, Wednesday 5.30pm - 7.20pm)

This session will set the scene for Digital Marketing, providing a context for its use in 'Business to Business' (B2B), 'Business to Consumer' (B2C) and 'Not-for-Profit' marketing, PR and communications.

The latest user statistics and research information will be presented in a business context relevant to the Course participants. Aims and objectives and strategies for using Digital Marketing will be explored, and key Internet, Social Media and Mobile Marketing techniques, channels, platforms and terminology will be explained during this session which will address key questions like:

What is Digital Marketing? What is the history of Digital Marketing? Why is Digital Marketing so important? How is Digital Marketing being used effectively? What examples are there of good practice in Digital Marketing? What happens when Digital Marketing goes wrong? How can Digital Marketing be used to develop brands, drive sales, encourage product and service development and innovation, aid recruitment and training?

CASE STUDY PRESENTATIONS - (Sessions 3/10/17, Tuesday/Wednesday/Thursday 8.30pm - 10.30pm)

Over three 'Working Dinners' during the 'Introduction To Digital & Social Media Marketing' Training Course specially invited guest speakers will present exclusively (for 'Introduction To Digital & Social Media Marketing' Course participants) their experiences of using Digital Marketing effectively for the benefit of their firm, business, organisation or institution, followed by a Q&A session and discussion.

BRIEFINGS - (Sessions 4/11/18, Wednesday/Thursday/Friday 8.30am - 9am; Sessions 7/14, Wednesday/Thursday 2.30pm - 3pm)

The morning and afternoon 'Briefings' each day will provide an opportunity for a fast-fire recap of key information covered in previous Sessions and the chance to focus on a particular topic with an introduction and "Top 10 Tips" for:

Online Payments (Wednesday), Disability Web Access (Wednesday), Polls, Surveys & Forms (Thursday), Affiliate & Voucher Marketing (Thursday) and Crowdsourcing (Friday)

WEB MARKETING - (Grp 1 Session 5, Thursday 9am - 11am; Grp 2 Session 6, Thursday 11.20am - 1.30pm)



*OMTAC Ltd, 15-17 Middle Street, Brighton, BN1 1AL. United Kingdom.
Telephone: 0845 058 39 85 (UK Local Rate). Fax: +44 (0) 7006 026 062.
www.omtac.com E-mail: digital@omtac.com*

Your web presence serves as the foundation stone for your Digital Marketing activity. In this Session we will explore the key issues of content, usability, navigation and design... and how you can improve your website user experience, create the right tone of voice and enhance your website, encouraging and helping your customers, staff, the media and suppliers to act as ambassadors for your brands, products and services with additional functionality and Web 2.0 including:

- Bookmarking and News Aggregators
- Really Simple Syndication (RSS)
- Blogging
- Live Chat
- User Generated Content (Wikipedia etc)
- Multi-media - Video (Video Streaming, YouTube etc)
- Multi-media - Audio & Podcasting (iTunes etc)
- Multi-media - Photos/Images (Flickr etc)
- Google Alerts and Giga Alert (Brand, product and service monitoring online)
- Crowdsourcing
- Virtual Worlds (Second Life, There, Habbo etc)

(One of the Sessions will include a light 'Working Lunch' served in the Meeting Room.)

SEARCH ENGINE OPTIMISATION (SEO) - (Grp 2 Session 5, Wednesday 9am - 11am; Grp 1 Session 6, Wednesday 11.20am - 1.30pm)

Search Engine Optimisation (SEO) is concerned with the search results provided by Google and other search engines to their users. These are the main body of links generated when the user searches for information using key words or phrases. The links are ranked by relevance by each of the search engines according to their particular ranking criteria (using algorithms).

SEO "good practice" therefore involves writing and designing your website in such a way that search engines rank it higher than your competition when prospective customers, clients, candidates or suppliers search online for the goods or services your agency, firm, company, institution or organisation offers.

It is widely reported that up to 90% of all sites are not optimised, so even basic optimisation can help get you ahead of the other 90% of websites that are vying for the attention of your target audience(s)!

During this Session you will learn the key Search Engine Optimisation (SEO) tips and techniques for effectively optimising your web presence and dramatically improving your



*OMTAC Ltd, 15-17 Middle Street, Brighton, BN1 1AL. United Kingdom.
Telephone: 0845 058 39 85 (UK Local Rate). Fax: +44 (0) 7006 026 062.
www.omtac.com E-mail: digital@omtac.com*

Search Engine ranking at relatively low cost so that prospective customers and clients can find you quickly and easily when they search for key word, phrases and search terms in Google and other search engines.

(One of the Sessions will include a light 'Working Lunch' served in the Meeting Room.)

SOCIAL MEDIA MARKETING (FACEBOOK & LINKEDIN) - (Grp 1 Session 8, Wednesday 3pm - 5pm; Grp 2 Session 9, Wednesday 5.20pm - 7.20pm)

Facebook is now the operating system of the Social Web. It has won the Social Networking war! A few years ago you might not have been familiar with Facebook, now following massive media coverage and dramatic growth it is highly likely you are one of nearly 27 million people in the UK with a profile and perhaps you have already started to utilise it to promote your business, organisation or institution, to sell products and services, to fund raise, to recruit, to engage customers and suppliers, clients and candidates.

The same is true of the professional online network LinkedIn which has also seen a very rapid rise to dominance with over 4 million UK members and over 70 million members in over 200 countries. Executives from all Fortune 500 companies are LinkedIn members. It has great potential for marketing and communications in B2B, B2C and Not-for-Profit contexts. The case for exploiting Facebook and LinkedIn as key channels in your marketing strategy is compelling. In this Session we will examine both Facebook and LinkedIn as two key Social Networks with a combined membership of over 500 million people.

Importantly, for brand development, customer service, direct communications and viral marketing opportunities, the Facebook network offers simple, straightforward access to millions of potential customers and suppliers not only in the UK but worldwide, with the ability to target by location, demographics, interests etc. LinkedIn offers some similar functionality to Facebook but is focused on 'doing business', professional networking and information exchange, recruitment and professional events etc.

With a potential audience of millions, the potential sales and marketing opportunities for 'Business to Business' (B2B), 'Business to Consumer' (B2C) and 'Not-for-Profit' are obvious. We will explain how you can use both, and other Social Media, to campaign effectively and inexpensively for a real marketing ROI by utilising Facebook and LinkedIn's Advertising functionality and Applications for your firm, agency, company, institution or organisation. We will also explore brand reputation management techniques and systems for 'buzz monitoring' for brands, products and services for effective Public Relations (PR) online and business development.



*OMTAC Ltd, 15-17 Middle Street, Brighton, BN1 1AL. United Kingdom.
Telephone: 0845 058 39 85 (UK Local Rate). Fax: +44 (0) 7006 026 062.
www.omtac.com E-mail: digital@omtac.com*

MASTERING GOOGLE (ADWORDS ADVERTISING, ANALYTICS & APPLICATIONS) -
(Grp 2 Session 8, Wednesday 3pm - 5pm; Grp 1 Session 9, Wednesday 5.20pm - 7.20pm)

Google is undoubtedly the most popular search engine by far in the USA and UK and the Google 'Pay Per Click' (PPC) advertising system, called 'Google Adwords', ensures that an advertiser's brand, product and/or service is placed next to the organic search engine results based on matching key words and phrases, prioritised according to relevancy and the amount the advertiser is willing to pay.

Google AdWords therefore provides a relatively simple, highly accessible and cost effective way to put your business or organisation in front of people at the same time as they are actively looking for similar products or services to those you supply. In this Session we will explore how you can use Google Adwords effectively.

In addition we will consider how Google have developed various applications of interest to any agency, firm, company, institution or organisation wishing to use the Internet effectively to reach and engage customers, clients, candidates and/or suppliers. These applications (such as 'Google Analytics', Maps, Places etc) can also be used to enhance a brand's products, services and operations.

MICRO BLOGGING – TWITTER - (Grp 1 Session 12, Thursday 9am - 11am; Grp 2 Session 13, Thursday 11.20am - 1.30pm)

Whether completely new to Twitter or already familiar with the 'twittersphere' and "in the conversation", time exploring Twitter will be well spent, enabling you to get to grips with Twitter, how it works, why it (and related social channels) is considered so important for marketing, sales, brand reputation management and customer service and how it might be utilised for the benefit of your firm, agency, company, institution or organisation.

With its recent explosive growth (93% of Twitter's growth has happened in 2009) Twitter represents an exciting new communications platform which could benefit your business or organisation in a number of ways - whether with Public Relations (PR), brand reputation management, marketing and sales or with customer service, research and product development, internal communications with staff etc.

According to a recent report from Internet monitoring company Hitwise the number of people visiting Twitter increased 22-fold in the last twelve months and Twitter is now the fifth most viewed social networking site compared with the 84th last year.

Twitter believes it will have 1 billion users by 2012. If this happens it will become the pulse of the planet!



*OMTAC Ltd, 15-17 Middle Street, Brighton, BN1 1AL. United Kingdom.
Telephone: 0845 058 39 85 (UK Local Rate). Fax: +44 (0) 7006 026 062.
www.omtac.com E-mail: digital@omtac.com*

(One of the Sessions will include a light 'Working Lunch' served in the Meeting Room.)

COPY WRITING FOR THE WEB, SOCIAL MEDIA & MOBILES - (Grp 2 Session 12, Thursday 9am - 11am; Grp 1 Session 13, Thursday 11.20am - 1.30pm)

Spelling, punctuation and grammar are important for good copy writing, but there are a number of other key factors which make the difference between catching the attention of your target readers, engaging them and ultimately securing their custom... and losing them in as little as 15 seconds.

Good copy writing is difficult, great copy writing is extremely difficult! It takes experience and practice... but most of all it takes knowhow about the people you are targeting and commitment to writing consistent, lively, focused, informative content appropriate to the various media, channels and platforms you may be using for your Digital Marketing activity. In this Session we will consider the key principles and techniques for effective copy writing across Internet, Social Media and Mobile Marketing to ensure that your words STAND OUT.

(One of the Sessions will include a light 'Working Lunch' served in the Meeting Room.)

MOBILE MARKETING - (Grp 1 Session 15, Thursday 3pm - 5pm; Grp 2 Session 16, Thursday 5.20pm - 7.20pm)

We are on the crest of a mobile marcoms tidal wave, with Mobile marketing, communications and training applications likely to boom at all levels in all sectors.

- Mobile ownership in the UK is nearly 50 million.
- Over 1 billion page impressions on social networking sites are made via mobiles each month.
- Within 2 years Smartphones are forecast to comprise 70% of the European market and application downloads are expected to increase by 92% to 50 billion.

In this Session we will set out to introduce Mobile platforms, examine the potential, explore examples and case studies of how Mobile platforms are already being exploited and discuss the potential applications for your organisation and the key strategic planning issues, particularly with a view to the "best fit" and integration with existing marketing activity... looking at such questions/themes and issues as:

- Overview of the B2B and B2C Mobile Marketing.
- What are Mobile Sites, Apps (Applications) and Widgets and how are they relevant to your marketing activity?



*OMTAC Ltd, 15-17 Middle Street, Brighton, BN1 1AL. United Kingdom.
Telephone: 0845 058 39 85 (UK Local Rate). Fax: +44 (0) 7006 026 062.
www.omtac.com E-mail: digital@omtac.com*

- What are the opportunities and pitfalls of Mobile Marketing?
- The best of all worlds? Applications vs Mobile sites.
- Which platforms and handsets? (Apple, Blackberry, Nokia, Google Android, Microsoft Windows Mobile Applications etc.)
- User interfaces and architectures.
- Major Application Marketplaces.
- Trends in Mobile Social Media (Geo-location and Geo-tagging, Mobile Commerce, Mobile Payments and Billing, Social Media Rewards etc.)
- How is Mobile marketing integrated into your marketing plan and what is your strategy for utilising Mobile platforms in the short, medium and long term?
- Etc etc.

EMAIL MARKETING - (Grp 2 Session 15, Thursday 3pm - 5pm; Grp 1 Session 16, Thursday 5.20pm - 7.20pm)

One of the oldest but most straightforward and reliable forms of Digital Marketing, Email Marketing is a highly effective, low cost method for engaging new customers/clients and communicating with existing ones.

It has many benefits including tracking return on investment (ROI), extremely inexpensive mass communications, high visibility with over half of Internet users checking or sending email each day. Given this it may come as no surprise that spending on email marketing by digital marketers rose by an estimated 15% in 2009 to £292m in the UK.

However there are a number of techniques which should be employed for effective Email Marketing and pitfalls to avoid and both will be addressed during this Session. For example good email design and copy writing (content) is vital for customer/client engagement and deliver-ability is a growing concern with ever more sophisticated anti-spam systems, legislation and 'acceptable use policies' to follow. We will also explore various online email marketing platforms such as Campaign Monitor and Mail Chimp.

VIDEO & AUDIO (PODCASTING) MARKETING - (Grp 1 Session 19, Friday 9am - 11am; Grp 2 Session 20, Friday 11.20am - 1.20pm)

With the increasing availability of fast broadband Internet and multi-media enabled technology, the access to inexpensive/free video and audio (podcasting) storage and playback (YouTube, iTunes etc) and the millions of Internet, Social Media and Mobile users searching for, viewing or creating video everyday... using video to market your brand, product or service online (whether B2B or B2C) can be highly effective, especially if it "goes viral" across Social Media.



*OMTAC Ltd, 15-17 Middle Street, Brighton, BN1 1AL. United Kingdom.
Telephone: 0845 058 39 85 (UK Local Rate). Fax: +44 (0) 7006 026 062.
www.omtac.com E-mail: digital@omtac.com*

Web video and/or audio (podcasts) can be inexpensive and extremely effectively in providing competitive advantage and can successfully differentiate a brand, product or service in a crowded marketplace.

The prospect of having 1000s, perhaps 100,000s, of potential customers view even the most basic video or listen to a short piece of audio (podcast) is hugely attractive but there are pitfalls to be avoided.

During this Session we will discuss how to achieve effective marketing with web video or audio (podcasting) - including topics such as creative planning, viewer/listener engagement, branding and messaging, resources required, best equipment, techniques for production, distribution tips and channels, evaluation metrics. The Session will include some practical "hands-on" learning and experimentation.

STRATEGIC & ACTION PLANNING - (Grp 2 Session 19, Friday 9am - 11am; Grp 1 Session 20, Friday 11.20am - 1.20pm)

Having become familiar over the 4-days of the 'Introduction To Digital & Social Media Marketing' Training Course with key aspects of Internet, Social Media and Mobile Marketing and learned tips and techniques that you can implement (either in-house or through third-party services) on your return home from Brighton, the next step is to plan strategically for integrating Digital Marketing into your marketing mix and putting in place the necessary logistics, knowhow, resources and guidelines for utilising Digital Marketing for business growth in the short, medium and long-term.

During this Session we will discuss Strategic planning issues, consider examples of strategic plans, action plan and draft documentation to take things forward after the 'Introduction To Digital & Social Media Marketing' Training Course.

PRESENTATIONS & REVIEW - (Session 21, Friday 1.20pm - 3pm)

This Session will provide an opportunity for course participants to present their strategic and action plans for comment and feedback and for everyone to discuss their learning over the 'Introduction To Digital & Social Media Marketing' Training Course and to commit to future Digital Marketing activity. (This Session will include a light 'Working Lunch' served in the Meeting Room.)

[PLEASE NOTE: We reserve the right to alter any aspect of the Course Syllabus outlined above, which is provisional and provided as a guide only. Where necessary we will make alterations or develop a completely alternative syllabus if necessary and appropriate. Where such changes are deemed necessary we will make every effort to ensure that the new syllabus meets the same objectives as the original.]



*OMTAC Ltd, 15-17 Middle Street, Brighton, BN1 1AL. United Kingdom.
Telephone: 0845 058 39 85 (UK Local Rate). Fax: +44 (0) 7006 026 062.
www.omtac.com E-mail: digital@omtac.com*

LOCATION AND ACCOMMODATION

LOCATION VENUE FOR THE 'Introduction To Digital & Social Media Marketing' COURSE

HOLIDAY INN BRIGHTON-SEAFRONT HOTEL

137 Kings Road, Brighton, East Sussex, BN1 2JF, United Kingdom.
Telephone: 01273 828250. Web: <http://www.hibrighton.com>.

The 'Introduction To Digital & Social Media Marketing' Training Course will take place in the Conference Meeting rooms at the Holiday Inn Brighton-Seafront Hotel, overlooking Brighton beach and minutes from Brighton town centre and railway station. (Please scroll down for travel directions to Brighton.)

For those requiring accommodation we have negotiated specially discounted rates for our Course participants for three (3) nights en-suite bed and breakfast accommodation in Standard and Executive rooms at the Holiday Inn Brighton-Seafront Hotel. (The rooms have double beds and you are welcome to bring a companion to stay with you for all or part of your stay in Brighton.)

We believe this represent good value and for this reason and for convenience we anticipate that the majority of delegates will stay at the Holiday Inn Brighton-Seafront but we appreciate you may prefer to make your own accommodation arrangements.

OMTAC will make all accommodation arrangements for guests wishing to stay at the Brighton-Seafront Hotel. For information on room types please see below, for information on pricing and upgrades please see below for Course Pricing.

NON-RESIDENTIAL BOOKINGS - MAKING YOUR OWN ACCOMMODATION ARRANGEMENTS

If considering whether to make your own arrangements (or considering commuting from nearby, if you live within reach of Brighton) please bear in mind that the 'Introduction To Digital & Social Media Marketing' Training Course will run from early until late each day, finishing with a 'working dinner' from 8.30pm to 10.30pm (with a guest speaker presenting a Case Study), so it is important to keep travel time to a minimum to ensure you get full value from the Course over an intensive 4 days. (Please see below for full details of the 'Introduction To Digital & Social Media Marketing' Course Syllabus and Course Programme.)

If you are considering making your own accommodation arrangements please scroll down this page for information on Hotels and Bed & Breakfast accommodation in Brighton & Hove.



*OMTAC Ltd, 15-17 Middle Street, Brighton, BN1 1AL. United Kingdom.
Telephone: 0845 058 39 85 (UK Local Rate). Fax: +44 (0) 7006 026 062.
www.omtac.com E-mail: digital@omtac.com*

ABOUT THE HOLIDAY INN BRIGHTON-SEAFRONT HOTEL

Enjoying an excellent location on the seafront overlooking Brighton beach and the old West Pier, the Holiday Inn Brighton-Seafront is well located close to central Brighton and all its amenities.

The Holiday Inn Brighton-Seafront is a modern, comfortable, full-service hotel with bar and terrace, restaurant and underground car park. (The hotel is 100% non-smoking.)

There is free WiFi available for all Course participants throughout the hotel.

Check-in is from 3pm and check-out is by 12pm.

THE HOLIDAY INN BRIGHTON-SEAFRONT GUESTROOMS

Standard and Executive Guestrooms

We are able to offer two types of double room at specially discounted rates for our delegates - the en-suite Standard bedrooms and the en-suite Executive bedrooms (available at a small extra charge).

Both types of guestroom offer:

- Air conditioning/heating
- Trademark Holidreamer double beds
- Selection of pillow types
- Tea and coffee making facilities
- Iron and Ironing Board
- Hairdryer
- Direct dial telephone
- Interactive television
- Movies on demand
- Wireless Internet (WiFi) access

Subject to availability and a small extra charge, we are also able to offer Executive bedrooms which are more spacious than the Standard rooms, with a sofa and easy chairs, and are situated on the hotel's Executive floor, offering the following extra amenities:

- Working desk & leather chair
- Mini bar (stocked upon request)



*OMTAC Ltd, 15-17 Middle Street, Brighton, BN1 1AL. United Kingdom.
Telephone: 0845 058 39 85 (UK Local Rate). Fax: +44 (0) 7006 026 062.
www.omtac.com E-mail: digital@omtac.com*

- Complimentary juice, water & chocolate bar
- Bathrobe, slippers, power shower & upgraded toiletries, Turn-down service
- Laptop safe

For the specially discounted room rates at the Holiday Inn Brighton-Seafront Hotel negotiated by OMTAC exclusively for 'Introduction To Digital & Social Media Marketing' Training Course participants please see below for Course Pricing.

Accessibility

The Holiday Inn Brighton-Seafront has two accessible rooms on request, although not on the ground floor they are still easily accessible and designed with more space with a wheelchair user in mind. They offer a large bathroom with low sink and step up shower feature support rails around the toilet, sink and shower area, low hooks and mirrors and emergency pull cords. Vibrating pillows are available upon request for hearing impaired customers to use in the event of a fire evacuation (please request these at the time of booking). Please email us at digital@omtac.com for more information about disabled facilities.

Extra Guest(s)

The rooms have double beds and you are welcome to bring a companion to stay with you for all or part of your stay in Brighton. There will be a small extra charge for breakfast and/or dinner. Please email us at digital@omtac.com for information on booking additional guests who are not participating in the Course.

Specially Discounted Room Rates

For the specially discounted room rates negotiated by OMTAC for 'Introduction To Digital & Social Media Marketing' Training Course participants please see below for Course Pricing.

THE HOLIDAY INN BRIGHTON-SEAFRONT CAR PARK

For those arriving by car the Holiday Inn Brighton-Seafront has an underground Car Park with 65 spaces available on a first come, first served basis and at a specially reduced rate for delegates on the 'Introduction To Digital & Social Media Marketing' Training Course - costing £15 for 24 hours and £12.50 per day.



*OMTAC Ltd, 15-17 Middle Street, Brighton, BN1 1AL. United Kingdom.
Telephone: 0845 058 39 85 (UK Local Rate). Fax: +44 (0) 7006 026 062.
www.omtac.com E-mail: digital@omtac.com*

TRAVELING TO BRIGHTON (SOUTH OF LONDON) UK

Brighton is very easy to reach from anywhere in the UK or abroad. It is less than 1 hour south of London Gatwick Airport and less than 2 hours from London Heathrow Airport, London City Airport and London Stansted Airport.

BY CAR

From London and the M25, take the M23 southbound at Junction 7. The M23 becomes the A23 and is a direct road into Brighton. Follow the signs for Brighton town centre/seafront. For the Holiday Inn Brighton-Seafront Hotel go to: 137 Kings Road, Brighton, East Sussex, BN1 2JF.

For those arriving by car the Holiday Inn Brighton-Seafront has an underground Car Park with 65 spaces available on a first come, first served basis and at a specially reduced rate for delegates on the 'Introduction To Digital & Social Media Marketing' Training Course - costing £15 for 24 hours and £12.50 per day. For a map see: <http://www.hibrighton.com/Brighton-seafront-hotels/location.htm>.

Car Parking In Brighton

Car parking is difficult on local Brighton streets and the Traffic Wardens are constantly patrolling, though it is possible to find free street parking approximately 30 minutes walk away from Central Brighton in any direction if you are happy to leave your car away from the town centre, and to walk back. For the nearest car parks please see: <http://www.ncp.co.uk/multimapForm.aspx>.

BY RAIL

There is a regular twice-hourly train service from London Victoria normally taking under an hour (50 minutes) to reach Brighton, and there is a regular service from London Bridge taking approximately 1 hour 10 minutes.

There is a regular train service from Gatwick Airport Railway Station (South terminal) to Brighton on the London-Brighton rail line taking 30-45 minutes.

For more information click on the link: <http://www.nationalrail.co.uk>.

The Holiday Inn Brighton-Seafront Hotel is approximately 15-20 minutes walk from Brighton Railway Station, or 10 minutes in a taxi.



*OMTAC Ltd, 15-17 Middle Street, Brighton, BN1 1AL. United Kingdom.
Telephone: 0845 058 39 85 (UK Local Rate). Fax: +44 (0) 7006 026 062.
www.omtac.com E-mail: digital@omtac.com*

BY AIR

London Gatwick Airport is just 30 miles from Brighton & Hove and is the closest airport to Brighton & Hove. The train from Gatwick Airport Railway Station (South terminal) to Brighton takes 30-45 minutes. It is about 45 minutes by car or taxi from Gatwick Airport to Brighton. (If driving from Gatwick Airport take the M23 southbound. The M23 becomes the A23 and is a direct road into Brighton. Follow the signs for Brighton town centre/seafront.) For information about London Gatwick Airport see the London Gatwick Airport website at:

<http://www.gatwickairport.com>

London Heathrow Airport is 70 miles from Brighton. From Terminal 1, 2 or 3 take the 15-minute Heathrow Express train to Paddington in London. At Paddington take a 20 minute circle line journey to London Victoria. From London Victoria take a train to Brighton (see above.) If driving from London Heathrow take the M25 anticlockwise towards the M23 and join the M23 southbound at Junction 7 and follow the M23 and A23 to Brighton. See above for further directions. For information about London Heathrow Airport see the London Heathrow website at:

<http://www.heathrowairport.com>

London City Airport is 60 miles from Brighton. For information about London City Airport and travel directions see the City Airport website at:

<http://www.londoncityairport.com><http://www.londoncityairport.com>

London Stansted Airport is 95 miles from Brighton. For information about London Stansted Airport and travel directions see the Stansted Airport website at:

<http://www.stanstedairport.com>

ALTERNATIVE ACCOMMODATION OPTIONS

BRIGHTON HOTELS AND BED & BREAKFASTs (B&Bs)

We suggest you look at hotel booking websites like Laterooms [<http://www.laterooms.com>], Hotels [<http://www.hotels.com>], Lastminute [<http://www.lastminute.com>] and Expedia [<http://www.expedia.co.uk>] and also the local tourist information websites like VisitBrighton [<http://www.visitbrighton.com>].



*OMTAC Ltd, 15-17 Middle Street, Brighton, BN1 1AL. United Kingdom.
Telephone: 0845 058 39 85 (UK Local Rate). Fax: +44 (0) 7006 026 062.
www.omtac.com E-mail: digital@omtac.com*

The following list of Hotels in Brighton & Hove is a guide only, it is not comprehensive and does not represent a recommendation of any particular hotel. (For reviews of hotels we suggest you visit the Trip Adviser website.) Booking is at your own risk:

- BARCELO OLD SHIP HOTEL - Web: <http://www.barcelo-hotels.co.uk/hotels/southern-england/barcelo-brighton-old-ship-hotel> - 31-38 Kings Road, Brighton, East Sussex, BN1 1NR. Tel: +44 (0)1273 329001.
- BEST WESTERN BRIGHTON HOTEL - Web: <http://www.thebrightonhotel.co.uk> - 143-145 Kings Road, Brighton, East Sussex, BN1 2PQ. Tel: +44 (0)1273 820555.
- THE GRAND HOTEL - Web: <http://www.grandbrighton.co.uk> - 97-99 King's Road, Brighton, East Sussex, BN1 2FW. Tel: 01273 224300.
- HILTON BRIGHTON METROPOLE HOTEL - Web: <http://www.hilton.co.uk/brightonmet> - Kings Road, Brighton, East Sussex, BN1 2FU, United Kingdom. Tel: +44 (0)1273 77 5432.
- KINGS HOTEL - Web: <http://www.kingshotelbrighton.com> - 139-141 Kings Road, Brighton, East Sussex, BN1 2NA. Tel: +44 (0)1273 820 854.
- PREMIER INN BRIGHTON - Web: <http://www.premierinn.com> - 144 North Street, Brighton, East Sussex, BN1 1RE. Tel: 0870 990 6340.
- QUEENS HOTEL - Web: <http://www.queenshotelbrighton.com/rooms.asp> - 1 Kings Road, Brighton, East Sussex, BN1 1NS. Reservations: 0800 970 7570 (UK Only). Tel: +44 (0)1273 321222.
- ROYAL ALBION HOTEL - Web: <http://www.britanniahotels.com/hotels/brighton> - 35 Old Steine, Brighton, East Sussex, BN1 1NT. Tel: 0871 222 0038.
- TRAVELODGE BRIGHTON SEAFRONT HOTEL - Web: <http://www.travelodge.co.uk> - West Street, Brighton, East Sussex, BN1 2RQ. Tel: 0871 984 6405.
- UMI HOTEL BRIGHTON - Web: <http://umihotelbrighton.co.uk> - 64 Kings Road, Brighton, East Sussex, BN1 1NA. Tel: + 44 (0)1273 323221.

BRIGHTON & HOVE BED & BREAKFAST

The following list of B&Bs in Brighton & Hove is a guide only, it is not comprehensive and booking is at your own risk:

- CLAREMONT - Tel: +44 (0)1273 735161.
- COLSON HOUSE - Tel: +44 (0)1273 694922.
- COURT CRAVEN HOTEL - Tel: +44 (0)1273 607710.
- BRIGHTONWAVE HOTEL - 10 Madeira Place, Brighton, East Sussex, BN2 1TN. Tel: +44 (0)1273 676794. Web: <http://www.brightonwave.co.uk>
- GENEVIEVE HOTEL - Tel: +44 (0)1273 681653.
- NEW STEINE HOTEL - 10-11 New Steine, Brighton, East Sussex, BN2 1PB. Tel: + 44 (0)1273 681546. Web: <http://www.newsteinehotel.com>



OMTAC Ltd, 15-17 Middle Street, Brighton, BN1 1AL. United Kingdom.
Telephone: 0845 058 39 85 (UK Local Rate). Fax: +44 (0) 7006 026 062.
www.omtac.com E-mail: digital@omtac.com

- THE TWENTY ONE - Tel: +44 (0)1273 686450.

DATES, PRICES & BOOKING

TRAINING COURSE DATES

The 'Introduction To Digital & Social Media Marketing' Training Course will run over 4 days from 3.30pm (arrival) on Tuesday to 3pm Friday in Brighton UK.

Places are currently available on the Course(s) dates advertised unless otherwise indicated (however if you wish to book 4 or more places please email us first at digital@omtac.com), the next Course will take place from:

- **Tuesday 1 November 2011 to Friday 4 November 2011***

**Please see the website or email us at digital@omtac.com for availability. (Places are limited to 16 participants per Training Course.)*

Unable to attend on these dates? If you are unable to attend on these dates please digital@omtac.com email us and we will advise you of future 'Introduction To Digital & Social Media Marketing' Training Course dates as soon as they are confirmed.

Bookings are only confirmed when payment has been received together with a completed booking form (please see below).

TRAINING COURSE PRICES

SUMMARY OF COURSE PRICES PER DELEGATE

- **COURSE PRICE FOR DAY DELEGATES** - the total cost per place is: £1680 plus Vat (£294) = £2016.
- **ALL-INCLUSIVE PRICE FOR DAY DELEGATES STAYING IN STANDARD GUESTROOMS (B&B)** - the total cost per place is: £1880 plus Vat (£329) = £2256.
- **ALL-INCLUSIVE PRICE FOR DAY DELEGATES STAYING IN EXECUTIVE GUESTROOMS (B&B)** - the total cost per place is: £1960 plus Vat (£343) = £2352.



*OMTAC Ltd, 15-17 Middle Street, Brighton, BN1 1AL. United Kingdom.
Telephone: 0845 058 39 85 (UK Local Rate). Fax: +44 (0) 7006 026 062.
www.omtac.com E-mail: digital@omtac.com*

Booking From Abroad?

We welcome delegates from abroad wishing to attend the 'Introduction To Digital & Social Media Marketing' Training Course. If you are booking from abroad and you have a different local currency please note that the amount due for payment for a place on the Course (and accommodation if required) will be the full £ GB Sterling amount as given above. For an approximate price in your local currency we suggest you check with a reputable Currency Conversion website such as the XE Universal Currency Converter.

WHAT IS INCLUDED?

DAY DELEGATES - the total cost per place on the 4-day course for day delegates (excluding bed & breakfast accommodation at the Holiday Inn Brighton-Seafront Hotel) is £1680 plus Vat (£294) = £2016 and includes:

- One delegate place on the 4-Day 'Introduction To Digital & Social Media Marketing' Training Course,
- All training and presentations, coaching and instruction, including small group work,
- Use of equipment and software where required (multi-media training etc),
- All refreshments each day,
- Buffet "Simply Uplifting" working lunch and 3 course buffet dinner each day,
- Evening dinner presentations and discussion,
- Use of the Meeting rooms and WiFi Internet access over the 4 days,
- Course materials (including white papers and example strategy documents),
- 10% discount on other OMTAC Course, Seminar and/or Workshop bookings within 6 months,
- Certificate of Attendance,
- Follow-up telephone and email support and access to further materials, case studies and tips and techniques on the OMTAC website.

(Please email us at digital@omtac.com if you have any questions about the delegate pricing or rooms.)

ALL-INCLUSIVE COURSE AND B&B ACCOMMODATION PRICING - the All-inclusive Course price per delegate combines the Day Delegate package and accommodation in the Holiday Inn Brighton-Seafront Hotel which is hosting the 'Introduction To Digital & Social Media Marketing' Training Course and represents considerable savings on accommodation prices and other benefits for residential delegates.

For delegates wishing to stay at the Holiday Inn Brighton-Seafront Hotel we have negotiated specially reduced room rates bookable through OMTAC, subject to availability:



*OMTAC Ltd, 15-17 Middle Street, Brighton, BN1 1AL. United Kingdom.
Telephone: 0845 058 39 85 (UK Local Rate). Fax: +44 (0) 7006 026 062.
www.omtac.com E-mail: digital@omtac.com*

STANDARD GUESTROOMS - the total cost for attendance on the 'Introduction To Digital & Social Media Marketing' Training Course (the day delegate rate as detailed above) and 3 nights (4 days) bed & breakfast accommodation in an en-suite Standard guestroom at the Holiday Inn Brighton-Seafront Hotel is: £1880 plus Vat (£329) = £2256.

EXECUTIVE GUESTROOMS - the total cost for attendance on the Digital Marketing course (the day delegate rate as detailed above) and 3 nights (4 days) bed & breakfast accommodation in an en-suite Executive guestroom at the Holiday Inn Brighton-Seafront Hotel is: £1960 plus Vat (£343) = £2352.

Delegates are welcome to share their double room with a companion for one or more nights during the 3 nights (4 days) they are attending the 'Introduction To Digital & Social Media Marketing' Training Course. There will be no extra cost for the room and we are able to offer specially discounted prices for breakfast (£12 per day) and for breakfast & dinner (£27 per day).

You are welcome to make your own arrangements for accommodation in the Brighton & Hove area (or to commute if you live within reach of Brighton), please see above for Brighton Hotel and Bed & Breakfast suggestions.

Please email us (digital@omtac.com) if you have any questions about the delegate pricing or rooms.

(OMTAC Ltd will make all accommodation arrangements on receipt of the booking for those requesting a room at the Holiday Inn Brighton-Seafront Hotel however the price does not include travel to or from Brighton (UK) and we regret we cannot help with travel arrangements but Brighton is easy to reach by road, rail and air - please see above for travel directions to Brighton.)

TRAINING COURSE BOOKING INFORMATION

The simplest and fastest way to book and pay for the 'Introduction To Digital & Social Media Marketing' Training Course is by using our Secure Online Booking Form (www.omtac.com/go/digitalmarketingcoursebookingform).

You can pay by credit or debit card or BACS or Wire Transfer using our Secure Online Booking Form at: www.omtac.com/go/digitalmarketingcoursebookingform



*OMTAC Ltd, 15-17 Middle Street, Brighton, BN1 1AL. United Kingdom.
Telephone: 0845 058 39 85 (UK Local Rate). Fax: +44 (0) 7006 026 062.
www.omtac.com E-mail: digital@omtac.com*

If paying by BACS or Wire Transfer please complete the Secure Online Booking Form and then send your BACS or Wire Transfer (or International Priority Bank/Wire Transfer) payment separately to:

Account name: OMTAC Ltd
Bank: Barclays Bank Plc (Brighton branch)
Account number: 80643963
Sort Code: 20-12-80
IBAN: GB53 BARC 2012 8080 6439 63
SWIFTBIC: BARCGB22

(If you have any difficulty using the Secure Online Booking Form please see below for alternative booking options.)

ALTERNATIVE BOOKING OPTIONS

If you have difficulties with the Secure Online Booking Form (www.omtac.com/go/digitalmarketingcoursebookingform) please print off, complete and send the PDF Booking Form (for a copy please see the website or email us at digital@omtac.com) by fax (+44 (0) 7006 026 062) or by post to:

'Introduction To Digital & Social Media Marketing' Course Booking
OMTAC Ltd
BMC 15-17 Middle Street
Brighton, East Sussex
BN1 1AL. United Kingdom

You can still pay by Debit/Credit Card using the printed form or by BACS (completing and submitting the form and sending the BACS payment at the same time separately)

ALTERNATIVE PAYMENT OPTIONS

Alternatively if you wish to pay by sterling Cheque or Bank Draft/Cashier's Check/Money Order payable to 'OMTAC Ltd' please print off and complete the PDF Booking Form (for a copy please see the website or email us at digital@omtac.com) and submit it by post (see above) along with payment, or deposit the Cheque or Bank Draft/Cashier's Check/Money Order directly in the OMTAC bank account at Barclays Bank Plc (see above for account details).



*OMTAC Ltd, 15-17 Middle Street, Brighton, BN1 1AL. United Kingdom.
Telephone: 0845 058 39 85 (UK Local Rate). Fax: +44 (0) 7006 026 062.
www.omtac.com E-mail: digital@omtac.com*

BOOKING FROM ABROAD?

We welcome delegates from abroad wishing to attend the 'Introduction To Digital & Social Media Marketing' Training Course. (Brighton is easy to reach by air, train, sea and road - for more details please see the Travel information above.

If you are booking from abroad and you have a different local currency please note that the amount due for payment for a place on the Course (and accommodation if required) will be the full £ GB Sterling amount as given above. For an approximate price in your local currency we suggest you check with a reputable Currency Conversion website such as the XE Universal Currency Converter.

When paying by Debit/Credit Card from abroad please note that the amount charged to you in your local currency will be determined by the current market conversion rate being used by Merchant Services (the Card payment provider).

When paying by International Priority Bank/Wire Money Transfer the amount charged to you in your local currency will be determined by the current market conversion rate given by your bank. Please ensure when sending money from abroad in this way that it is sent as a Priority Payment/Transfer and please ensure that any payment costs (bank or wire transfer charges etc) are paid separately and that the full GB Sterling amount due is received by OMTAC.

BOOKING CONFIRMATION

On receipt of your booking form and payment we will confirm your registration with a receipt and then, nearer the 'Introduction To Digital & Social Media Marketing' Training Course dates, send joining instructions.

If you have any questions about your booking please don't hesitate to email us (digital@omtac.com) or call us on 0845 058 39 85 (Local Rate Call).

Thank you, we look forward to meeting you soon.

BOOKING TERMS & CONDITIONS

You may cancel your booking and receive a full refund provided written notification is received at least 21 days before the 'Introduction To Digital & Social Media Marketing' Training Course.

Unfortunately because we keep delegates numbers low and turn away bookings once full we cannot provide a refund for the 'Introduction To Digital & Social Media Marketing' Training



*OMTAC Ltd, 15-17 Middle Street, Brighton, BN1 1AL. United Kingdom.
Telephone: 0845 058 39 85 (UK Local Rate). Fax: +44 (0) 7006 026 062.
www.omtac.com E-mail: digital@omtac.com*

Course or associated expenses should a delegate need to cancel with less than 21 days notice (whatever the reasons for non-attendance) however substitutions are welcome and in special circumstances we may be able to move a booking to an alternative date or to provide a credit for future OMTAC training courses, seminars or workshops.

OMTAC reserves the right to change the dates or content of the 'Introduction To Digital & Social Media Marketing' Training Course as considered appropriate or necessary and in the event of a date change will offer delegates the opportunity to cancel their booking and to receive a full refund.

If OMTAC is unable to run the 'Introduction To Digital & Social Media Marketing' Training Course for any reason then delegates will be offered the opportunity to rebook for an alternative date or to receive a full refund however OMTAC cannot provide any compensation for associated costs that may be incurred in the event of cancellation or postponement of the 'Introduction To Digital & Social Media Marketing' Training Course and delegates are therefore recommended to take out travel insurance and other insurance cover as required.

By booking you confirm acceptance of these terms.

We look forward to confirming your place(s) and to welcoming you on the Course.

The 'Introduction To Digital & Social Media Marketing' Team, OMTAC Ltd



*OMTAC Ltd, 15-17 Middle Street, Brighton, BN1 1AL. United Kingdom.
Telephone: 0845 058 39 85 (UK Local Rate). Fax: +44 (0) 7006 026 062.
www.omtac.com E-mail: digital@omtac.com*

APPENDIX

CONTACT DETAILS AND BOOKING

If you have any difficulty with booking please don't hesitate to contact us.

E-MAIL: digital@omtac.com

TEL: +44 (0) 845 058 39 85 (UK Local Rate)

FAX: +44 (0) 7006 026 062 (UK Local Rate)

POST:

OMTAC Ltd
BMC 15-17 Middle Street
Brighton
East Sussex
BN1 1AL United Kingdom

WEB: www.digitalmarcoms.com



*OMTAC Ltd, 15-17 Middle Street, Brighton, BN1 1AL. United Kingdom.
Telephone: 0845 058 39 85 (UK Local Rate). Fax: +44 (0) 7006 026 062.
www.omtac.com E-mail: digital@omtac.com*

WHY ATTEND THIS 4-DAY 'Introduction To Digital & Social Media Marketing' TRAINING COURSE?

- **ACCELERATED LEARNING** - In just 4 days get up to speed fast on all key aspects of digital marketing - everything you need to know, and should know, from Email marketing to Search Engine Optimisation and Google Advertising, from Web development to effective Copy writing, from Social Media (Facebook, Twitter etc) to Mobile marketing, from in-house and agency implementation to strategic planning;
- **MEET INDUSTRY LEADERS** - Exclusive training and discussion with selected industry leaders keen to share their passion, insights and expertise;
- **CASE STUDIES & EXAMPLES** - Unique exposure to case studies and examples from a range of sectors providing special opportunities for bench marking;
- **GOOD PRACTICE AND CAMPAIGN IDEAS** - Study good practice and campaign ideas and strategies that you can implement in your own organisation;
- **STRATEGIC DEVELOPMENT** - Explore and understand strategic development processes for designing and integrating digital marketing with the rest of the marketing mix and plan; draft provisional strategic guidelines, points of reference and strategic plans for your digital marketing with the support of expert Course Tutors;
- **IMPLEMENTING "IN-HOUSE"** - Learn the basic techniques for implementing Internet, Social Media and Mobile Marketing "in-house";
- **WORKING WITH AGENCIES & CONSULTANCIES** - Learn how to work effectively with third-party external agencies and consultancies providing digital marketing services, from briefing to project management, to ensure high return on investment (ROI);
- **SMALL GROUP LEARNING** - There are just 16 places available on each Course and the number of participants in the 'Introduction To Digital & Social Media Marketing' Training Residential/non-residential Course workshops and tutorials will be restricted to small groups (of 8 or less) to ensure close contact between participants and Course Tutors and Speakers and fast learning;
- **PROFESSIONAL NETWORKING** - Meet and network with peers, making new long-term contacts across industry sectors.