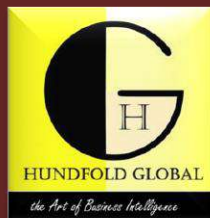


TRANSITION OF SOCIAL MEDIA TO DIGITAL COMMUNICATIONS

Master Class



SA Dates:

- May 20 – 24, 2019
- June 24 – 28, 2019
- July 22 – 26, 2019
- August 26 – 30, 2019
- September 23 – 27, 2019
- Octo 28 – 1 Nov , 2019
- December 2 – 6, 2019

Venue:

The Capital 20West,
Morningside,
Johannesburg
South Africa



Dubai Dates:

- 17 – 21 November 2019
- 8 – 12 December 2019

Venue:

Novotel Hotel & Resorts
World Trade Centre
Dubai



Rwanda Dates

- 17th – 19th July 2019
- 6th – 8th November 2019

Venue:

Park Inn by Radisson,
Kigali,
Rwanda



Ghana Dates

- 8th – 10th May 2019
- 7th – 9th August 2019
- 4th – 6th December 2019

Venue:

Accra Marriott Hotel,
Accra,
Ghana

INTRODUCTION

This workshop will help you gain a better understanding of social media. Social media is an integral part of any PR or communications plan. Focusing on various aspects of social media, you'll learn how to develop a social media strategy that actually returns value for your business, how to find the most enticing stories for the platforms and how to build relationships. You'll dig into the detail of social media including practical dos and don'ts and how to maximize your chances of getting coverage. You will practice these skills in class with practical applications of what you've learned that you can take home and put into action immediately.

COURSE APPROACH

An interactive teaching and learning methodology that encourages self reflection and promotes independent and critical thinking is employed. The learning process is reinforced through the use of real world examples and practice questions to stimulate a critical and questioning approach by delegates. A high level of participation is encouraged to ensure that the conceptual knowledge acquired can be directly applied within the participant's workplace.

TAKE-AWAYS

You will learn:

- How to build a social media strategy.
- How to create a campaign for social media.
- How to create stunning content.
- How to create a content plan/calender for social media.
- How to create a workflow for good communication on social media
- How to create a social media policy
- How to create a report for management
- How to design different types of content for different platforms

MODULAR OUTLINE

MODULE 1: SOCIAL MEDIA AND YOU / STRATEGY & PLANNING

- How to create a strategy
- Practical session on each delegate's unique situation
- Current trends and Challenges
- Social media and your integrated communications plan
- Current trends in online communications
- Establishing the goals and KPIs for your social media communications programme
- Monitoring your online reputation
- Writing for the social web

MODULE 2: SOCIAL MEDIA PLATFORMS

Practical session on each of the top 5 Social Platforms: Facebook, Twitter, LinkedIn, Instagram and Google+



- Advertising
- Tactical plan for each platform
- Unique strategies for LinkedIn, Twitter and Facebook
- Practical account set-up session - making sure we are all doing it right
- Using Facebook for business communications - reaching and engaging your audience
- Using Facebook ads for online PR
- Using Twitter for business communications
- Twitter as a platform for rich media - how to use Vine, videos and images as part of your campaigns
- Best practice tips for using visual social networks of Google Plus, Pinterest, Instagram and Snapchat

MODULE 3: CONTENT STRATEGY

- Content marketing against Content strategy
- Practical content design and content generating
- Content design for each social media platform
- Content strategy building from scratch
- Practical Design session
- How to integrate social media to your events
- Social media for crisis communications
- Integrating social media into your online newsroom

MODULE 4: REPORTING & ANALYTICS/COMMUNITY RELATIONSHIP MANAGEMENT

This module covers how to identify and interact with existing online communities.

- What to report on
- Designing a weekly/Monthly report
- Understanding social media analytics and what to do with it
- Crisis management
- Brand Monitoring
- Expanding your reach and visibility through blogging and influencer outreach
- Bring your brand to life using multimedia - audio, video and images
- How to engage your audience in real time with live streaming video including Google Hangouts On Air, Meerkat and Periscope
- Building your professional network on LinkedIn

MODULE 5: CONDUCTING A SOCIAL MEDIA AUDIT

In this session, participants will learn the importance of conducting an audit of their existing social presence. They will be assessing their entity's online presence, reputation and effectiveness to determine which social networks to use.

- What do you have? Understand your current social media presence
- Assess your online presence, reputation and effectiveness
- Researching your industry
- Understand the different main social networks and tools
- Assess which social networks to use for your entity



MODULE 6: EVENT MANAGEMENT IN SOCIAL MEDIA

This module covers how to manage online events in a way that generates reputational value for an organization.

- Integrated events
- Social media competitions

MODULE 7: TRACKING RETURN ON INVESTMENT IN SOCIAL MEDIA

This module covers how to measure the impact of social media engagement activities.

- Measurement tools
- Targeting options

MODULE 8: CREATING VIDEO FOR SOCIAL MEDIA AND CORPORATE COMMUNICATIONS

- Video planning
- Getting the best out of people on camera
- Practical video production workshop
- Video editing and post-production
- Online video sharing

MODULE 9: IMPLEMENTATION: SOCIAL MEDIA POLICY, GOVERNANCE AND BEST PRACTICE

- How to create a social media policy and guidelines
- Social bookmarking, sharing and curation
- Training in your company
- Where to start when I go back to my desk



TRANSITION OF SOCIAL MEDIA TO DIGITAL COMMUNICATIONS

DELEGATE INFORMATION

“Master Class”

REGISTRATION FORM

1. Prof/ Dr/ Mr/ Mrs/ Miss:
 Position:Tel :(+)
 Email:

2. Prof/ Dr/ Mr/ Mrs/ Miss:
 Position:Tel :(+)
 Email:

3. Prof/ Dr/ Mr/ Mrs/ Miss:
 Position:Tel :(+)
 Email:

4. Prof/ Dr/ Mr/ Mrs/ Miss:
 Position:Tel :(+)
 Email:



INDICATE THE WORKSHOP YOU INTEND TO REGISTER FOR

South Africa

Rwanda

Ghana

Dubai

- May 20 – 24, 2019
- June 24 – 28, 2019
- July 22 – 26, 2019
- August 26 – 30, 2019
- September 23 – 27, 2019
- Octo 28 – 1 Nov , 2019
- December 2 – 6, 2019

- 17th – 19th July 2019
- 6th – 8th November 2019

- 8th – 10th May 2019
- 7th – 9th August 2019
- 4th – 6th December 2019

- 17 – 21 November 2019
- 8 – 12 December 2019

Event Options:

JOHANNESBURG, RSA FEES

- 5 day summit = USD 2,500.00 per delegate include, training material, lunch and limited refreshments.
- 5 day summit = USD 3,550.00 per delegate include 6 nights bed & breakfast, round trip airport transfer, lunch, conference documentation and limited refreshments.

Optional:

Team Building Excursion: (Guided in and around Johannesburg)

- | | | |
|----------------------------------|----------------------------------|---------------------------------|
| 1 Day | 2 Day | 3 Day |
| USD 150 <input type="checkbox"/> | USD 200 <input type="checkbox"/> | USD250 <input type="checkbox"/> |

DUBAI, UAE FEES

- 5 day summit = USD 3,000 per delegate include, training material, lunch and limited refreshments.
- 5 day summit = USD 4,400 per delegate include 6 nights bed & breakfast, round trip airport transfer, lunch, conference documentation and limited refreshments

RWANDA FEES

- 3 day summit = USD 1,400 per delegate include, training material, lunch and limited refreshments.

GHANA FEES

- 3 day summit = USD 1,400 per delegate include, training material, lunch and limited refreshments.

AUTHORIZING SIGNATURE:

Prof/Dr/Mr/Mrs/Miss:.....Organization:.....
 Signature:.....Telephone:.....
 Position:.....
 Email Address:.....
 Physical Address:.....
 Postal Address:.....
 VAT No:.....

THIS BOOKING IS INVALID WITHOUT A SIGNATURE

PAYMENT OPTIONS:

- Bank Transfer: First National Bank; Constantia Kloof Branch, Code 250655; Acc. no. 62283359571; Swift Code: FIRNZAJJ
- Credit card: VISA MasterCard

TERMS & CONDITIONS

Payment Terms:
 Payment must be completed 7 days from the date of invoice. Admission to the event is dependent on the completion of full payment.

Event Changes:
 For reasons beyond our control, the timing, content and speakers of an event may be altered. In the event that our event is postponed or cancelled, delegate payments will be credited to any future Hundfold Global event (such credits are available for a year). Hundfold Global is absolved from and indemnified against any loss or damage as a result of any cancellation, postponement, substitution or alteration arising from any cause whatsoever.

Delegate Cancellations:
 All cancellations must be received by Hundfold Global in writing. Cancellations received in writing more than 21 working days prior to the event being held will attract a 50% cancellation fee. Should cancellations be received within 21 working days from the event date, the Conference fee is payable and non-refundable. Non- payment and non-attendance does not constitute cancellation. No show will be charged the full registration fee. Cash alternatives will not be offered, however substitutes at no extra charge are welcome. Any cancellations received less than 15 working days before the event start-date do not entitle the delegate to a refund or credit note and the full fee must be paid. None attendance without notification is treated as cancellation with no entitlement to any refund or credit.
 Bookings with accommodation are subject to the contract between Hundfold Global and the Hotel concerned.