

ASTPPROTON[®]

KNOWLEDGE TRANSFER EUROPE

Title: Using digital tools to help you source experts, promote and market yourself and your products

Trainer: Alastair Banks

When: 25th May 2016

Where: Copenhagen

12:30pm – 01:00pm: Registration

01:00pm – 02:00pm: Introduction & A look at the digital landscape

02:00pm – 03:00pm: Personal Branding

What is personal branding

How can you setup the main platforms for your advantage
(Twitter, YouTube, LinkedIn, Other Networks)

03:00pm – 03:30pm: Coffee Break

03:30pm – 04:30pm: Exercises – Create in groups a plan for how you could use digital marketing methods and your own personal brand to help promote a project you're working on

04:30pm – 05:00pm: Question and Answer session