



DIGITAL MARKETING WORKSHOPS

Workshop topics:

- 1 *Leading and Managing your Online Presence*
- 2 *Leading and Managing Negative Feedback*
- 3 *Managing your Social Listening*
- 4 *Managing your Social Selling*

Each session
will include a
pre-sent FAQs
session.

WORKSHOP 1 - Myerscough Preston Campus

Tuesday 16th August 2022, 9:30am or
Tuesday 23rd August 2022, 9:30am

Registration, 10am-4pm with lunch

WORKSHOP 2 - Online

Tuesday 8th November 2022, 10am-12pm
Tuesday 22nd November 2022, 10am-12pm

A 2-hour online drop in session 12 weeks after the workshops to cover any questions and queries you may have once you have put your newly acquired skills into practice.

ELIGIBILITY CRITERIA

Aged 16 or over
Legally able to reside in the UK
Legally able to work in the UK
Employed / Self employed
Employed in Lancashire LEP based SME
(small and medium-sized enterprises up to 250 employees)

Register your interest at
projects@myerscough.ac.uk

LEADING LANCASHIRE
LEADERSHIP AND
MANAGEMENT DEVELOPMENT

