

BRISBANE WOMAN Workshop and Networking Evening - Tuesday 4th May



Social Media:

Is it just a fad or the biggest shift since the industrial revolution?

Jillian Kingsford Smith from [FutureBuzz](#) will talk about the explosion of social media on the business scene and its growing importance as a viable commercial marketing resource. See how to use social media to grow your audience, how to turn your clients into evangelists and how to develop a thought leadership strategy.

A fun and interesting presentation for business owners interested in harnessing the power of social media within their businesses.

You will come away from the evening with information on how to:

- Develop a social media strategy appropriate for YOUR target market
- Which resources and networks to devote your precious time to
- Develop a thought leadership strategy
- Work out what to say to whom and where
- How much time do you REALLY need to spend on social media.
- Return on Investment....key areas to measure.

Our Presenter:



Jillian Kingsford Smith has worked in the world of marketing and communications since she first started back in 1990. Due to her long-term tenure, she has had the fortune of working with high profile companies, such as the San Francisco Chronicle, The Tribune, renowned V8 Supercar team Triple Eight Race Engineering, Queensland's department of State Development, the Queensland Master Builders Association, BRW Fast 100 company Skelton Sherborne and numerous high profile clients through her own company, FutureBuzz.

Over the years, Jillian has honed her areas of expertise to include B-to-B and B-to-C marketing as well as the specialised area of working with industry organisations and lobby groups. With extensive experience and a proven track record in representing businesses and organisations globally, Jillian has developed a suite of skills that incorporates marketing, media, business development, performance improvement and internal communications.

A little more than a year on and Jillian now handles the social media for major clients around Australia – devising new ways for them to connect with their audience, stand out in a crowded web space and develop meaningful conversations in 140 characters.

Event details:

Tuesday 4th May
Arrive 6 onwards for 6.30 start
Finish approx 9pm
Only \$50 including finger food

Upstairs at The Pineapple Hotel
705 Main Street
(Enter via Park Bar on Baine St)
Kangaroo Point

The number of attendees is kept to 40 ensuring maximum benefit to all participants. The interactive and fun speed networking component means you'll walk away with 20—40 contacts too! Build your business and meet some wonderful like-minded women.

Each session will be an interactive, workshop- style format with a speed networking component. We want you to have fun and meet some inspiring ladies along the way. You'll leave with practical skills you can implement immediately into your work or business and a whole lot of new contacts too.

Our aim is to maximise your learning and help grow your business!

To secure your spot go to:

www.brisbanewoman.com/upcoming-workshops and scroll down to the **Buy Now** button.

Phone Kylie for more information on 0407 276 759 or email kylie@brisbanewoman.com

