

A FREE JOINT BEDFORD BCS BRANCH AND BED- FORD COLLEGE MEETING

REGISTER ONLINE AT:

<https://events.bcs.org/book/1456/>

Tuesday 24 March 2015

6.30-8.00pm

Registration starts at 6.00pm

**Venue: Bridge Suite, The Park Inn,
2, St Mary's Street,
Bedford, MK42 0AR (opposite Bedford College)**



GUEST SPEAKER

Eric Swain, Client Services Director at
Equinet Media

Eric Swain, Client Services Director at

STOP SOCIAL MEDIA MARKETING!!! (UNLESS....)

We are delighted to welcome Eric Swain, Client Services Director at Equinet Media, to talk at a joint event organised by the Bedford branch of the British Computer Society (BCS) and Bedford College on Tuesday, 24 March, 2015. This talk will be held in the Bridge Suite, The Park Inn, St. Mary's Street, Bedford, and you are warmly invited to attend. The talk will start at 6.30pm - with registration and refreshments from 6.00pm.

The shine has gone off of social media for marketing purposes. Consumers are increasingly cynical. Changes to the major social networks are challenging effectiveness. And evidence is mounting that social media marketing is failing to live up to its original promise.

Should you abandon social media marketing? Chalk it up as a glorious experiment that sounds great in theory but doesn't work in practice? Give it up and focus efforts on other areas?

The answer is probably "yes" for many organisations. For them, social media will never deliver the marketing results to justify the effort and resources they put into it.

But, for some types of businesses social media can help their marketing. And for a good many more, social media can significantly help other aspects of their businesses.

This talk will identify where social media works and where it doesn't for marketing. And it will dig into the other areas of your organisation where social can deliver benefits.

Further details are available on the Bedford BCS website at:
<http://www.beds.bcs.org.uk/event.php?event=106>

Guest speaker:
Eric Swain



Equinet
MEASURED MARKETING

BCS Bedford Branch
The Chartered Institute for IT


BEDFORD COLLEGE
Including Shuttleworth College

IET The Institution of
Engineering and Technology

AGENDA:

- | | |
|--------|--|
| 6.00pm | Registration, refreshments and networking |
| 6.30pm | Welcome and introduction |
| | Stop Social Media Marketing!!! (Unless....) |
| 7.20pm | Opportunity to question the speaker |
| 7.45pm | Thanks |
| | Opportunity to network and talk to the speaker |

For more details and to register your attendance:

 <https://events.bcs.org/book/1456>

There is free parking to the rear of The Park Inn. Parking spaces are also available at a £1 charge on the Bedford College Campus.