



# Board & Executive Training

## Topic: Social Media, Digital Marketing & Communication

London | Thursday April 26<sup>th</sup> & Thursday 22<sup>nd</sup> Nov 2018 |  
10.00am - 4.30pm

Know and understand the aspects of an effective marketing strategy and learn how to communicate efficiently with stakeholders

09:45	Registration
10:00	Introduction and Housekeeping
10:10	<b>Morning Session</b> <ul style="list-style-type: none"> <li>• Understand how marketing and your organisation go hand in hand</li> <li>• Learn various types of marketing that can be used in your organisation</li> <li>• Identify and understand your target supporter base</li> </ul>
11:30	<b>Break</b>
11:40	<ul style="list-style-type: none"> <li>• Know what digital really means and identify key digital statistics</li> <li>• Understand what digital governance is and assess digital priorities</li> <li>• Learn how to tackle digital topics at board meetings</li> <li>• Using your own social media platform as a means of communication</li> </ul>
12:40	Networking & Lunch
13:15	<b>Afternoon Session</b> <ul style="list-style-type: none"> <li>• Recognise trends and future digital charity communication tools</li> <li>• Understand the psychology of visual content – what makes imagery resonate with audiences?</li> <li>• Develop a clear, audience-focused communication strategy</li> <li>• Utilise a model for defining and prioritising your audiences for growth</li> </ul>
14:15	<b>Break</b>
14:30	<b>Panel discussion with experts covering topics including:</b> <ul style="list-style-type: none"> <li>• Ways of effectively communicating to your audience</li> <li>• What information is needed for a marketing strategy</li> <li>• Effective digital media campaigns</li> </ul>
16:15	Evaluation & End of Training
16:30	ENDS

For more information contact [Elizabeth.a@inclusiveboards.co.uk](mailto:Elizabeth.a@inclusiveboards.co.uk) | 0207 267 8369