

**Solutions
for Business**

Funded by
government

*"The IEED workshops opened my
eyes to the possibilities of what could
be done with social media"*
Mark Beresford, Kintec Cubed

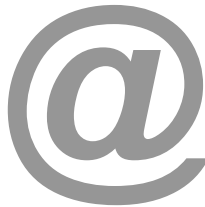
Innovation, Advice and Guidance: Innovation for Growth (IFG)

Innovating the business and management processes and practices of regional SMEs

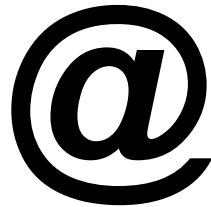
Improving Customer Focus through Social Media



Social Media



Marketing



Implementation

Wednesday 22nd and 29th February 2012, 9.00am - 4.30 pm
Where: Warren Bruce Court, Manchester

A fully funded two-day programme, to assist SMEs in developing and retaining customer focus through the implementation and integration of social media tools and techniques.

Supported by:



Crisp and clear workshops, helping create a buzz around your business

Lancaster University Management School have developed a lively and interactive programme tailored towards companies who want to improve their customer focus and knowledge of social media.



Find and attract new customers



Sell more to existing customers



Reduce your marketing costs and eliminate wasted marketing expenditure

When: Wednesday, 22nd and 29th February, 2012
9:00 am – 4.30 pm

Where: Warren Bruce Court, Manchester, M17 1LB

Who would benefit from this programme?

Eligible SMEs with an interest in how strategic marketing & social media can lead to greater business efficiency and a competitive advantage.

Priority is given to following sectors:

Advanced Engineering, Food, Energy and Biomedical

For further information on IFG, SME eligibility or to register for the programme, contact:
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www.lums.lancs.ac.uk/ifg

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