



REGISTER
NOW

Social Media Masterclass

15 - 17 August - Emperors Palace - Johannesburg
R 7 999 Exc VAT (Course Only)

INTRODUCTION

Social media is no longer a nice-to-have, it's a must have. Navigating through the seemingly complex landscape of likes, followers, shares, organic growth and myriad of other terms even the most connected of millennials will have a hard time to understand, is not as daunting as it seems... if you have the right roadmap.

This course provides insight into the effective use of social media channels for marketing and demystifies the world of social media.

We'll show you how to create qualified sales leads with social media marketing, measure the success of your efforts and build your brand up to international standards.

What Will You Learn?

- How to build your brand with social media (pre-reading)
- Introduction to branding and marketing (pre-reading)
- E-mail marketing – how to connect with past and current clients as well as prospects
- Facebook – unlocking the mysteries of Facebook and how to use it effectively
- LinkedIn – how do we create leads from LinkedIn?
- Twitter – how to use it effectively to build your brand
- Instagram – how businesses can grow with Instagram marketing
- Pinterest – building your brand with Pinterest
- Google+ - overview
- YouTube - overview

Your Expert Facilitator



A social media marketing specialist and a people's person by nature, Irma Karsten has over 20 years of work experience behind her. She is currently the Managing Director of LINK et al, part of the Et Al Group. In this role, she serves as an avid trainer and facilitator for all things social media marketing related.

Irma is passionate about training individuals and facilitating courses – from entry level right through to advanced level – on all platforms and across all industries. Her courses are informative and with her sense of humour added into the mix while she presents, it is no wonder that entrepreneurs, marketing managers and executives have all attended Irma's training sessions.

Irma believes that *"if you are not having fun while you are doing it, then you are doing it wrong"*, and this coupled with her years of experience across multiple industries and roles makes her a well-rounded and sought-after trainer and facilitator.

Who Should Attend?

- Marketing Managers or Directors,
- Brand Managers,
- Sales Managers or Directors,
- Public Relations (PR) Professionals,
- Business Development Managers and Directors,
- Senior Operations Managers and Directors,
- Senior Executives,
- Business Owners.

Call Today ~ 011 046 8128

REGISTRATION FORM

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Fax: +27(0)86 218 6317 | Email: register@khweziholdings.com | Website: www.khweziholdings.com

The above registration fee includes all training materials, lunch and refreshments

Authorizing Person

Name of Authorizing Manager: _____

Company: _____ Designation: _____

Tel: _____ Fax: _____ VAT: _____

Postal Address: _____

City: _____ Country: _____ Post Code: _____

Email: _____

Authorizing Signature: _____ Date: _____

By completing & signing this form, the authorising signatory accepts the terms and conditions stated on the registration form

DELEGATE INFORMATION

Please provide information as you wish it to appear on your name badge(s) and on your certificate of attendance.

1. Name: _____ Position: _____

Email: _____ Cell: _____

2. Name: _____ Position: _____

Email: _____ Cell: _____

3. Name: _____ Position: _____

Email: _____ Cell: _____

4. Name: _____ Position: _____

Email: _____ Cell: _____

Payment Date: _____ Your Order Number: _____

Name of Person responsible for the account: _____

Email: _____ Tel: _____

TERMS AND CONDITIONS

Please note: If you have not received confirmation of your booking in writing before the event, please contact us to confirm that we have received your registration.

DELEGATE SUBSTITUTION

Delegates can be substituted at any time at no extra cost. Please inform us of the new name(s) for registration purposes. You may transfer at no extra charge to another event, provided you do so in writing at least 10 working days before the event. Transfers within the 10 working days will be charged an administration fee of 10%

CANCELLATIONS

14 days prior to the course, 75% of the registration fee is refundable, 13 to 6 days prior to the course, 50% is refundable. Within 5 days of the course, 25% is refundable. NO REFUNDS FOR NO SHOWS.

In the event of unforeseen circumstances Khwezi Training reserves the right to change the programme content, the speakers, the venue or the date. You will be notified no less than 5 working days prior to an event. Should the event be postponed, you will have the option to attend the next available date of the relevant event. The registration fee will be credited on delegate accounts should they opt not to attend the next available date of the relevant event or in the case where an event is cancelled.

PAYMENT

Electronic Transfer or Direct Deposit into our bank account, validated by faxed or emailed copy of transaction slip.

Make payment to:

Khwezi Holdings
FNB Westgate
Account No 62473146639
Branch Code 250655

***PLEASE NOTE:** Payment is required in full 5 days from date of invoice.