



## I. What is Digital Moves training about?

*Marketing yourself online, optimising your online image, and reaching the right people online whether they are employers, or your potential customers. This training will focus on three main tools to achieve that, along with a practical case study (See below Training Details).*

## II. Is Digital Moves training for me

*Yes, if you are one of the following;*

- 👤 Entrepreneur or willing to establish your own start-up.*
- 👤 Job seeker and/or fresh graduate.*
- 👤 Young professional that wants to optimise your online image.*

## III. Communication at Digital Moves?

- 👤 Have your twitter account set up and ready on your smart phone or tablet, you can communicate with the attendees, comment or ask the trainer using the hashtag: #JCIDigitalMoves ... You can also download a twitter hashtag tracking app to track the hashtag #JCIDigitalMoves and instantly see what everyone is talking about like Tweet Deck.*
- 👤 During the breaks, it's a networking event. Don't connect to Wi-fi just walk up and say hi.*

## **IV. Training Details:**

### **Session 1: LinkedIn.**

*Networking Expert and Trainer Derek Reilly will share with you his insight on how to maximize your LinkedIn profile and get from where you are to where you want to be. The training as the title suggests will focus on whether you are “LinkedIn or LinkedOut” of this increasingly important social network. The subtopics of this session will be:*

- 👉 Brilliantly doing the basics of your LinkedIn profile.*
- 👉 Why should I use LinkedIn / on-line networking and the value behind it?*
- 👉 How to become an expert in your field by using groups?*
- 👉 ROI - is not always Return on Investment but in an online sense, it now means Return on Influence.*

### **Session 2: Facebook Marketing**

*This training session will enable you to use your Facebook presence more effectively. You will learn how to market your business online by learning how to reach and engage with your target market correctly. The training will motivate you to think 'Outside the Box' when you are using Facebook. The subtopics of this session will be:*

- 👉 Facebook Set Up.*
- 👉 Facebook Insights.*
- 👉 Strategy.*
- 👉 Content Ideas.*
- 👉 How to Increases Likes/Talking About.*
- 👉 Engagement with Your Customer.*
- 👉 Issues and Crisis Management.*

### **Session 3: Google Adwords.**

*The session will transfer a good understanding of Google Adwords and how to start using it to support your campaigns. The subtopics of this training will be:*

- 👉 Overview of Online Advertising.*
- 👉 What is AdWords .*
- 👉 AdWords Account Structures.*
- 👉 Let's try.*

### **Case Study: Bootstrap Start-up Marketing.**

*The case study will illustrate how online tools are used to promote Bootstrap start-up. It will transfer some of the trainer's experiences and practical learning lessons.*

## V. Meet our trainers?



[Derek Reilly](#) is a dynamic entrepreneur based in the West of Ireland. He is the Managing Area Director for BNI (Business Network International), is an officer in the Mayo Fire & Rescue service. Derek established JCI Mayo in 2011, won Most Outstanding Local JCI President in 2012 and is now JCI Ireland National President for 2014.

Derek has a passion for training and is a qualified trainer with JCI, BNI and the Fire Service. He has trained thousands of businesses through BNI and hundreds of JCI members in both the UK and Ireland. Derek speaks nationally and internationally on the topic of on-line and off-line networking with a speciality in LinkedIn.

[Emma Boylan](#) is a public relations, marketing and social media management specialist. Emma has delivered workshops for many different business groups and companies. Some of which include the Donegal Woman in Business, Business Network International, Letterkenny Institute of Technology and Culture Tech.

Emma worked with the Chamber of Commerce in Letterkenny before starting her own business 'Outside the Box' in 2013. Emma established JCI Donegal this year and is current local president for 2014. Emma has a passion for helping businesses to think 'Outside the Box'.



[Luca Casablanca](#) is a branding specialist and social online strategist, with long years of experience in online marketing and advertising.

Luca is currently an account manager for Adwords at Google. He is also a certified coach at Google.

[Lari Numminen](#) is an ex-Googler with over 7 years of experience working in digital marketing. After establishing and selling his own online advertising agency in London, Lari returned to Dublin to develop his startup that develops Simple Phones for Smart People.





He has been a "growth hacker" since the start of his career, and specialises in massive scale, zero budget marketing campaigns.



## VI. What's the Schedule?




From	Till	Description
10:00	10:10	Morning Coffee/Seating
10:10	10:30	Introduction
10:30	12:00	LinkedIn
12:00	12:15	Coffee Break 1
12:15	13:35	Facebook Marketing
13:35	14:30	Lunch Break & Networking
14:30	16:00	Google Adwords
16:00	16:15	Coffee Break 2
16:15	16:45	Bootstrap Start-up Marketing
16:45	17:05	Training Closure

## VII. General info

-  *Date? Saturday the 8<sup>th</sup> of March, 2014.*
-  *Time? From 10:00 am till 05:00 pm.*
-  *Where? Guinness Enterprise Centre, Dublin.*
-  *How do I get there? Please check, [Directions and Map](#)*

## VIII. How much is the ticket?

*We have three types of tickets: \*\*Eventbrite online purchase fee applies for all tickets.*

-  *JCI Members 2014 (Ireland & International): €5*
-  *General Admission: €23*
-  *Full Time Students: €9*

Book Training on 

*Special Thanks to*

**UCD Career Development Centre, Guinness Enterprise Centre, Freshway Sandwiches.**

For further info, please contact [Mazen Al Fawaz](#)  
Communications & Media officer at JCI Dublin  
[Mazen.alfawaz@jcidublin.com](mailto:Mazen.alfawaz@jcidublin.com)