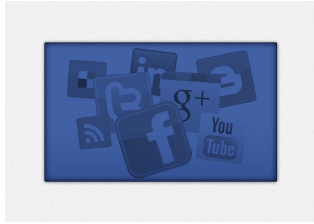


Demystifying Social Media Workshop



Invent was delighted to host a workshop entitled: Demystifying Social Media on 17th April 2012. The workshop was delivered by Promozoo, a leading Digital Marketing Agency who are developing successful social media strategies for Irish businesses.

The Promozoo team, led by Bernard Harris gave an overview of the whole social media phenomenon and what social media tools are appropriate for businesses in both a B2B and B2C context. He outlined what needs to be considered when developing a social media strategy and gave many examples of companies that are using social media to gain competitive advantage. Finally, workshop participants worked in teams on a variety of business scenarios and developed social media strategies for them.

This highly interactive workshop really succeeded in presenting social media as a hugely effective tool to achieve success in business today.