



CIM

The Chartered  
Institute of Marketing

## Digital content – shoe string budget

Thank you for booking onto our upcoming event, we look forward to seeing you there. Details for the day are listed below.

- Event Venue:** Entrepreneurial Spark Belfast  
Lombard House  
5<sup>th</sup>-6<sup>th</sup> floor  
10-20 Lombard Street  
Belfast BT1 1RD
- Date:** Thursday 15 June 2017
- Times:** 09.45-10.00 – Registration  
10.00-10:10 – CIM welcome  
10.10-10.15 – Entrepreneurial Spark introduction  
10.15-10.45 – GCS Local/Cabinet Office: Creating video & still content for social  
10.45-11.15 – Demo & practice session  
11.15-11.30 – Break  
11.30-12.30 – ES: Top tips from E-Spark entrepreneur Peter Craven MCIM  
12.30-13.00 – Networking
- Directions and parking:** Please click [here](#) to view the map.
- There is no on-site parking available.  
Parking is limited to spaces in the surrounding roads; North Street, Bridge Street and Donegall Street which are a few minutes walk from the venue. The nearest carpark is North Street costing £4.80 for 3 hours.
- For additional parking options please click the link for [Parkopedia](#).
- Networking tips:** Many of our delegates are already seasoned networkers, so if this is you then please ignore the attached networking tips. However, should you need some help in becoming an effective networker the attached tips might be of use.
- Latest information:** For the most up-to-date information, please join our twitter feed at [@CIMinfo\\_Ireland](#) and click [here](#) to view the event on our website.

The session will involve hands-on tuition, so please bring the following devices - smartphones/tablets/laptops - to use during the allotted practice time.

Please note there will be no tea/coffee drinks served at the event, however you are welcome to bring your own hot drinks.

This event is kindly sponsored by [Trainingmatchmaker.com](#) who are supporting the event with the provision of cold refreshments and Entrepreneurial Spark Belfast, who have provided the venue.

This event is eligible for CPD and can be used within your annual CPD submission, for which the duration has been estimated as 2.5 hours within the Professional Marketing Standards category of Digital integration. Completing your CPD on an annual basis ensures you receive formal recognition for your ongoing development, as well as allowing you to achieve and maintain Chartered Marketer status. For more details call +44 (0)1628 427120 or visit our [website](#).

In the event that you have booked on behalf of a colleague and provided your own contact details, please forward this e-mail onto the relevant person. **If for any reason you cannot attend, please [contact us](#) at your earliest convenience.**

If you are a non-member and would like to receive event e-mail promotion, Please reply to this e-mail with **'Please sign me up for event e-mail promotion'** in the subject line.

#### **Network Support Team**

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