



Forum seminars are low cost, two hour, one-off events. They offer a great way for you to get an intense injection of knowledge when time and/or budgets are scarce.

They have no frills. There are no interactive exercises; no workbooks; and no breaks for refreshments or lunch. They are all business. Two solid hours of lecture and discussion on a very specific topic.

Forum seminars are one-off events. You should assume that they are not going to be repeated.

JUST
£125*

* For payment with booking.
Full price £155+VAT.
All major cards accepted
except American Express

www.henshallcentre.com

This web site gives you details of our range of one and two day workshops, prices, dates and discounts.

Book online. See how to get courses run just for your team. Get maps and details of local hotels. And read *iDeals* - our online newsletter.

April, 2010

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At the Business Design Centre

The only refreshments at the seminar are a cup of tea/coffee on arrival and use of the water cooler in the training room. Delegates may want to make use of the Business Design Centre's food court. Here you can buy lunches, sandwiches, pastries, snacks, and soft drinks and choose from a range of Starbucks-style coffees and teas. Apart from hot lunches, these are all available to take away. You are welcome to bring your food and drinks into the training room.

The food court is located on the top floor of the Business Design Centre. An escalator from the main entrance will take you there. If you are in any doubt, ask for directions at the concierge desk where you check in for your name badge.

Building Twitter into your PR

April 15, 2010

A one-off two-hour seminar on the Twitter phenomenon. What is it? Is it here to stay?

How can it help us in PR?

This is a seminar, not a workshop. There will be time for discussion, but no time for practical exercises.

For a comprehensive exploration of the social media and their role in our industry, take a look at our one-day workshop on PR Through the Social Media.

In these two hours, you hear why, according to Hitwise, Twitter is now the social media tactic to use, more so than even Facebook, Linked-in or MySpace.

But what is Twitter? How can you integrate it into a PR campaign? How can you ensure that it is effective and resonates with your target audience?

This seminar takes you through the concept of Twitter and, more importantly, shows you how to make the most of it for your brand or organisation.

Learn how to grow your number of followers and how (and how not to) conduct yourself through the world of tweets.

Henshall Centre Limited

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