



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.

October, 2009

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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.

PR Using Mobiles

October 30, 2009

A one-off two-hour seminar on how to make effective use of mobile communications as part of your PR strategy.

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

Mobile marketing is one of the key talking points in the world of PR & marketing communications.

Mobile advertising, marketing and PR is now moving out of its test phase. So it is vital to be aware of both the potential of this new discipline and the techniques involved in running effective mobile campaigns.

In these two hours you get the context, tools, strategies and tactics needed to make the most of communicating with audiences that are increasingly consuming content while mobile.

The session includes: why mobile matters; why you should go mobile; the A-Z of mobile; mobile strategies, including examples of good and bad use in campaigns; mobile tactics and calls to action; creating engagement through a mobile strategy; and applications and ad funded content.

This is likely to be one of, if not *the*, next big thing in PR.

Henshall Centre Limited

training suite: 52 Upper Street · Islington · London NI 0QH

admin office: 2, The Court · Bristol · BS34 8PD · tel: 0845 226 0210 · fax: 0845 838 5305 · enquiries@henshallcentre.com · www.henshallcentre.com