



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.
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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.

January 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.

Search Engine Optimisation

January 26, 2010

A one-off two-hour seminar on how to make your web site rank as highly as is possible when search engines like Google and Yahoo look for key phrases describing your organisation.

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

Huge resources are invested in a corporate website. Yet, if you don't perform well on a search engine, there is little point in having a website at all. And having no website in the 21st century is unthinkable. So today's key challenge is "Findability".

In these two hours you explore the strategies, tactics and tools that help your site perform well in the ultra competitive world of search "Findability" tests.

You hear: why is SEO so important; how search engines work; how to optimise your website; how to use keywords and meta tags effectively, including what has been shown *not* to work; how competitor sites can help yours; alternative texts; link building tips; and useful SEO tools.

These two hours could very well be a complete eye-opener for most PR practitioners.

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