

# THE BEDFORD BRANCH OF THE BCS (BRITISH COMPUTER SOCIETY)



REGISTER ONLINE AT:

<https://events.bcs.org/book/1744>

**Tuesday 24 Nov 2015  
6.00pm for a 6.30pm start**

**Venue: Bridge Suite, The Park Inn Hotel,  
2, St Mary's Street, Bedford,  
MK42 OAR (opposite Bedford College)**

**FREE  
TALK AND  
DEMO ON  
"WHAT IS  
SOCIAL MEDIA?"**



**GUEST SPEAKERS**

**MIKE AND GEORGIA O'KEEFE**

Look C (Social Media Training and Management), 2 Digital Internet Services

# WHAT IS SOCIAL MEDIA? HOW DO I MAKE THE MOST OF IT?

We are delighted to welcome Mike and Georgia O'Keefe to talk at the next meeting of the Bedfordshire branch of the (BCS) British Computer Society on Tuesday, 24 November. This talk will be held in the Bridge Suite, The Park Inn Hotel, St. Mary's Street, Bedford, and you are warmly invited to attend. The talk will start at 6.30pm.

Have you been told that Social Media is vital and you need to use it but not sure how or why? Do you find that you are just doing it because it's what everyone says? Or you may not even be using it because there's so much to learn! We understand... Let us take you through the processes step by step and help you to understand why it is a part of the marketing mix, what you can do to make it more time-efficient and also help you to realise how it could really benefit you! This presentation is aimed at the non-technical but business minded individuals who would like to get more out of their online presence or gain an insight into what you can achieve from Social Media and online marketing.

## ABOUT THE SPEAKERS:

Mike has been working in IT for 30+ years and has plenty of knowledge in strategy building. He has also previously been asked to present at a number of events for a number of organisations including schools, colleges, universities, small business groups, networking groups, seminars, major organisations and as a key note speaker for many large organisations including Barclays Bank.

Georgia has presented many training courses for various companies, including Buckingham Palace, to help them manage their Social Media campaigns or even find their feet to begin with. Working side by side in a partnership she helps them to feel comfortable using the platforms. In 2013 and 2014 Georgia won FSB Beds Young Business Person of the Year and in 2014 was delighted to win the FSB Overall County Winner for Bedfordshire.

## AGENDA FOR MEETING:

6.00pm	Registration, refreshments and networking
6.30pm	Welcome and introductions
	What is Social Media? How do I make the most of it?
7.15pm	Opportunity to question the speakers
7.30pm	Opportunity for networking and discussion

Guest speaker:  
Mike O'Keefe



Guest speaker:  
Georgia O'Keefe



For more details and to register your attendance:

 <https://events.bcs.org/book/1744>

There is free parking to the rear of The Park Inn Hotel. Parking spaces are also available at a £1 charge on the Bedford College Campus. There are also other free parking areas in the locality.