The MA in Digital Communication & Social Media organizes

PRO SOCIAL MEDIA TRAINING
One-day intensive workshop

TUESDAY 2 JULY 2013, 3-9pm
Graduate School of Arts & Sciences
DEREE- The American College of Greece
6 Gravias St., Aghia Paraskevi

Dr. Evangelos Moustakas
Middlesex University London, UK

www.acg.edu/graduate
Dr. Evangelos Moustakas is a Senior Lecturer at Middlesex University, London and Chair at the Academy of Marketing in UK (e-Marketing SIG). He is an e-Marketing specialist who has developed a large number of social media strategies for organizations internationally. He holds a Doctorate in e-marketing from Middlesex University (School of Science and Technology), a Master of Science in e-Commerce and two Undergraduate degrees in Business Administration and Accounting. He has authored a large number of research publications and presented his work at International Conferences in Europe, US and the Middle East. He is a regular, invited columnist to several practitioner IT and Digital Technology magazines.

**Workshop Description**  
A successful social media strategy is considered to be a critical success factor for organisations and entrepreneurs working in any sector of the economy. The workshop will help participants understand the evolving landscape of social media and acquire a toolkit for delivering their own e-marketing strategy. This innovative course looks at how social media (i.e. social networks such as Facebook, Twitter, blogs etc.) can be used to communicate with potential and existing customers effectively as well as spread the word about events and activity programmes. Social networking is a powerful tool which can be used to enhance participation in business, facilitate collaboration and community building, and support strategic initiatives. This professional course will help participants kick-start their own social media optimisation campaign.

The workshop will cover the following topics: Integration of Social Media with other marketing activities; building, managing and monitor online PR campaigns; learning to use Facebook New Ad platform; LinkedIn Marketing for growing business; the power of Pinterest Marketing; helping videos go viral, integrating platforms, apps and metrics; monitoring, measuring and reporting on Social Media ROI; legal privacy and policy issues related to Social Networking.

**Participants’ Profile**  
The workshop is open to entrepreneurs looking to accelerate company performance through e-marketing and social media; managers and professionals from large or small organisations who need to learn how social media optimisation can be used to target social networks and to ‘spread a message’; undergraduate and graduate students who want to develop hands-on knowledge of e-marketing and social media strategies to improve their career prospects.

**Cost:** EU€160; ACG community are entitled to 10% discount.

**Contact:** For more information and to reserve your place contact:  
Ms. Voula Kyriakopoulou, tel: 210 6009800 ext. 1332; email: v.kyriakopoulou@acg.edu  
**Registration deadline:** Tuesday 21 June 2013.  
Seats are limited, book your place early!

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