

IT GOES WITHOUT SAYING...

WE ALL WANT NEW OPPORTUNITIES FOR OUR BUSINESSES IN 2011

FUNDING OPPORTUNITY IS FOR BUSINESSES WITH A STRONG INTEREST IN ONLINE TECHNOLOGIES WANTING TO:

- Explore online opportunities
- Add value to a new or existing website
- Develop a digital strategy
- Create a social media policy
- Engage with the 16 - 34 demographic
- Be innovative, modern and competitive

PCM creative has linked with East Midlands Business Ltd to bring you a training course for FREE*. We will go through the application process with those key decision makers wishing to sign up to the programme.



Two Options

BUSINESS AS USUAL - STOP FOR LUNCH.

Buffet Lunch with PCM creative (10 places per session)

Complimentary lunch with a 10min presentation

TIME: 12 - 1pm

DATES: 2nd, 6th, 7th December

VENUE: Lace Market House - NG1 1HW

Alternatively you can also book onto a 15 minutes 'Funding Fact Finder' session where we will talk about your suitability, the programme, check eligibility and help you to sign up before the Dec 31st deadline.

ON YOUR WAY HOME - CALL IN.

15 minute Fact Finders (2 places per session)

Complimentary drink

TIME: between 5 - 7 pm

DATE: 6th December

VENUE: Antenna - NG1 1EQ

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Social media, Web 2.0, the Facebook generation; call it what you like, every other article you read and TV programme you watch is name-dropping Facebook and profiling Twitter tags. One thing is clear; Social Media is in.

How do you capitalise on this new resource?

Highly regarded social media practitioner and digital resource consultant, Caron Lyon has developed a workshop style training programme designed for you to understand how to get your business ready for the challenge of this social media revolution.

It looks at meaningfully using Facebook, Ning, and Twitter to raise your visibility online, to help optimise market potential and nurture digital revenue streams. It's about getting your processes, maybe even core values right.

PCM creative

* FUNDING ELIGIBILITY CRITERIA

- 1) Key decision maker
- 2) 5-249 employees
- 3) Commit to start the development within 75 days of meeting with an Advisor
- 4) Not received LSC funding previously
- 5) Submit application by end of December 2010

Go to www.pcmcreativeevents.co.uk to sign up to one of the free events. Treat your self. **You deserve to know what's going on.**

The first courses focusing on social media and its associated technologies begin at the end of January 2011.

The course, three one-day sessions are run across 3 consecutive weeks. Would you like to secure funding to develop your social media strategy and output in 2011?

Meet Caron for lunch or a drink to begin the supported application process, call or tweet @pcmcreative.