

# INVITATION

## 2012 EUMA Training Day

### ***“Use of Social Media”***



**Invitation to attend the 2012 EUMA Training Day  
at Hotel Crowne Plaza in Athens, Greece  
on Saturday, 28<sup>th</sup> April 2012 from 10:00 - 17:30**

It is with great pleasure that I invite you to attend the 2012 EUMA Training Day. This year's topic **“Use of Social Media”**.

What can **Social Media** mean for your company? The way people communicate and how you can reach them is changing during the last years even faster as ever. We are all members of social networks, we communicate online via discussion forums, chat functions and blogs and we have online profiles. Have you ever thought about the consequences for you or for your organisation? Are there any new changes? Or unnoticed threats?

Through this Training you will, regardless of your knowledge and experience, leave the day with key new knowledge about social media, how you can apply it within your own career and professional development and how you can use it to further the interests of the business you work for.

During the Training Day you will follow the plenary sessions and 2 breakout sessions. After registration you will receive a Questionnaire. The trainers will split up the participants depending on your level of Social Media knowledge: beginners and advanced. **During the Training Day you can work on your own laptop or tablet computer.**

In the **Training Day Programme** you will find a detailed description of the Training Day and in the **Introduction to the Trainer** a detailed description of the training team. The Training will be conducted by RARE Business from the UK ([www.rarebusiness.co.uk](http://www.rarebusiness.co.uk)) with as leading Trainer Mr. Adrian Swinscoe accompanied by a second trainer Mrs Amber Raney-Kincade and 2 breakout session support people, Mrs. Marjon Huizing and Mrs. Ruby Egau, all of whom will have an excellent amount of experience in social media.

Kindly note that the **registration deadline for the early bird is 29<sup>th</sup> February 2012**. The number of places is limited to 140 and will be allocated on a first come, first serve basis.

**We advise you to wait for confirmation before making any travel arrangements!!**

I would be grateful if you pass the word around to your friends and colleagues who may like to participate since non-members are welcome to register too – and perhaps become a member afterwards.

Looking forward to seeing you at our 2012 EUMA Training Day in Athens!

Kind regards

Yvonne de Wolff  
Deputy European Chairman