

Furness Enterprise and We Make Media present

Access All Areas

A business masterclass exploring how to connect with customers through the online world.

We'd like to invite you to a jargon-busting presentation by a pioneer of the New Media industry, which will introduce you to new ways of marketing your business online, to reach new customers, and to develop your business relationships for the 21st century.

Monday 19th May

Forum 28, Barrow-in-Furness

PTO for
details

Monday 19th May

The Studio Theatre
Forum 28, Duke Street, Barrow-in-Furness

Itinerary

7:00pm - Registration & Refreshments
7:30pm - Presentation
9:00pm - Finish

To book your FREE place

01229 820 611
mproctor@furnessenterprise.co.uk

About Phil Powell

Phil has worked in New Media for the past 10 years. He's been at the forefront of shaping the internet we know today, producing award-winning projects for the likes of Levi's, Adidas, Audi, Sony and BBC. His work for U2 was nominated for a BAFTA and won a prestigious Cannes Lion award.

Phil is now co-founder of We Make Media, a new and exciting media production company based in Furness.

"I'm fascinated by 21st century technology and how it can empower people, helping them to develop new ways of communicating and to discover new ways of doing business. These are exciting times for any entrepreneur or businessperson who's willing to embrace what the online world has to offer them."



www.gofurness.com
www.furnessenterprise.co.uk
www.wemakemedia.co.uk

WeMakeMedia™

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Access All Areas

A business masterclass exploring how to connect with customers through the online world.

Access All Areas, presented by Phil Powell, is an innovative masterclass which aims to demystify the modern-day internet, and show you how it can be easily put to use by any business - large or small.

You'll learn about the possibilities for enhancing your business using online marketing, through real-world examples and insights from the cutting edge of the New Media industry.

➔ The customer isn't always right

Learn to avoid the common pitfalls of online marketing - discover what you really need, rather than what you think you need.

➔ Big cats, and agile mice

It's not just big corporate companies who can benefit from advances in media technology - more than anyone, smaller businesses are ideally positioned to take advantage.

➔ Are you talking to me?

Browsing the internet is like listening to the radio, or reading a magazine. But unlike traditional media, your audience can answer back. You'd be wise to listen.

➔ But it goes up to 11

The modern-day internet user is an impatient and fickle beast. There are simple and effective ways you can improve customer loyalty, and attract new business, just by giving them some value-added extras.

➔ Viruses are a good thing

Word-of-mouth can be an amazingly effective marketing tool, and the internet is the biggest mouthpiece on earth. Let your customers do the talking with viral marketing.