

L'ORÉAL MELBOURNE FASHION FESTIVAL

Small Business Festival - Event Booking Form

How to engage with your consumer through social media

Today it is no longer enough to have a website to have an online presence – social media has brought about many new ways of engaging with your consumer. When introducing social media into your business you must ask “Why am I building this, where are my customers and will this help me get closer to them?”

Delivered by the Marketing team at the L'Oréal Melbourne Fashion Festival, Australia's premium consumer fashion event, hear how the Festival utilises Facebook, Twitter and other digital channels and learn how you can integrate social media into your business.

Topics include:

- What is social media?
- What channels are right for my business?
- How can my business be more social?
- Ways of measuring social media

Date: Wednesday 3rd August, 2011

Time: 10.00am - 11.00am

Venue: Lounge 9, Hoyts Melbourne Central, Cnr Swanston & Lonsdale Streets.

Price: \$20 (Inc. GST), Students \$15 (inc. GST)

Please fill in this form and return to either fashion@lmff.com.au or fax to (03) 9654 9679

Booking Details:

First name:

Last name:

Company:

Billing Address:

Phone:

Email:

Please tick here if you would like to subscribe to the LMFF 'Swintag' email newsletter

Number of tickets required:

Names of attendees:

1

2

3

4

5

6

7

8

9

10

Total Cost (incl. GST):

Payment Details:

Name on card:

Card Type (Visa, Mastercard):

Card Number:

Expiry Date:

Signature: