

How to book

To register your interest, please contact our Customer Services Team on **0844 736 2992** or email customerservices@edinburghchamber.co.uk stating which sessions you wish to attend.

Pre-session material will be emailed prior to the workshops

VENUES

**Jewel & Esk College
Edinburgh Campus
24 Milton Road East
Edinburgh
EH15 2PP**

Parking limited during office hours.

Buses - 44, 441, 45



**Easter Road Stadium
12 Albion Place
Edinburgh
EH7 5QG**

Easter Road - on street parking.

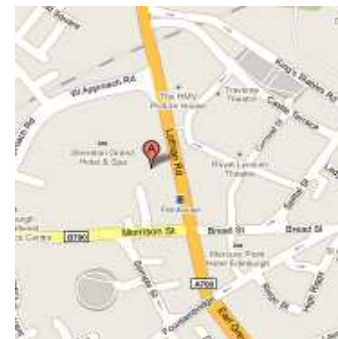
Buses - 4, 13, 15, 42, 44



**Edinburgh Chamber
of Commerce
Capital House
2 Festival Square
Edinburgh
EH3 9SU**

Parking at EICC, Sheraton or Castle Terrace.

Buses - 1,2,10, 11, 15, 16, 22, 24, 30, 35



E-Business Week 2010

A FREE 5-day practical series of workshops and seminars for business

Edinburgh Chamber of Commerce in partnership with Jewel & Esk College and a host of private sector advisers have managed to draw on some funding to allow us to deliver a week of e-business/ICT training and advice.

The sessions overleaf build upon requests for hands-on workshops that focus on issues that affect businesses.



organised & funded by:



WORKSHOPS & VENUES

Monday 7th June

Online Marketing

Where: Edinburgh Chamber of Commerce
When: 9am – 12:30pm

This session helps you to develop an online marketing strategy that links to your offline one and helps build your business.

Email Marketing

Where: Edinburgh Chamber of Commerce
When: 1:30pm – 5pm

Tips and techniques for keeping in touch with clients and prospects using email marketing to grow your business.

The Joy of Searching

Where: Jewel & Esk College, 24 Milton Road East, Edinburgh
When: 6:30pm – 8:30pm

The history of search engines and the future direction to keep you up to date with what you need to do.

Tuesday 8th June

Get Real Results from your Website

Where: Jewel & Esk College, 24 Milton Road East, Edinburgh
When: 9am – 12:30pm

The start of the journey, the planning, the rationale, the budget and the approach...

A Fit for Purpose Website Platform

Where: Jewel & Esk College, 24 Milton Road East, Edinburgh
When: 1:30pm – 5pm

Content management systems, website architecture and how they fit into your website marketing strategy.

Develop an E-marketing Plan

Where: Edinburgh Chamber of Commerce
When: 6:30pm – 8:30pm

What are the key components of an e-marketing plan and what benefits can such a plan deliver to your business.

WORKSHOPS & VENUES

Wednesday 9th June

Search Engine Marketing

Where: Easter Road Stadium
When: 9am – 12:30pm

We have our website, but it needs ‘fuel’ to make it go. How does the business go about that? Who is involved? Should the company consider having an in-house SEO champion?

Making Best use of Google Products

Where: Easter Road Stadium
When: 1:30pm – 5pm

Tips and techniques for keeping in touch with clients and prospects using email marketing to grow your business.

Social Networking

Where: Edinburgh Chamber of Commerce
When: 6:30pm – 8:30pm

Okay, we all know about Facebook, Linked In and Twitter, but how can we get real advantage from social networking.

Thursday 10th June

How to Improve Your Online Exposure Through Data Analysis

Where: TBA
When: 8am – 10am

For companies that are using Google Analytics (or who wish to) to track their online traffic and wish to know how to interpret the data to improve marketing exposure.

Taking Control of Marketing

Where: Edinburgh Chamber of Commerce
When: 9am – 12:30pm

Ideally a company operating a website should be able to take control of their marketing strategy. Only your company knows your business to contribute to being totally competitive on the web..

WORKSHOPS & VENUES

Thursday 10th June

How Search Engines Work

Where: Edinburgh Chamber of Commerce
When: 1:30pm – 5pm

You need to have not just an understanding of web architecture and possess good writing skills, but also understand more about how search engines work.

Web 2.0

Where: Jewel & Esk College, 24 Milton Road East, Edinburgh
When: 6:30pm – 8:30pm

Develop your site to facilitate interactive information sharing using blogs, twitter, social media... we introduce the tools/apps and show how to get the benefits.

Friday 11th June

Trading Online or E-Commerce

Where: Edinburgh Chamber of Commerce
When: 9am – 1:30pm

Selling products and services online can have major advantages for businesses, leading to increased profitability and lower costs. We look at key issues to consider when creating an online shop.

Securing Your Business from Threats

Where: Edinburgh Chamber of Commerce
When: 1:30pm – 5pm

What are the security threats to your IT systems and advice on how to tackle them. Plus understanding what risk management is and why it is important in an ICT environment.