

## Autumn 2021 Interactive Masterclass Schedule

Sept - Dec 2021

Dates	Topic	Sessions	Booking Link
Tuesday September 14 <sup>th</sup> 21 <sup>st</sup> & 28 <sup>th</sup>	Facebook for Business	3 x 90 minute	<a href="https://www.eventbrite.co.uk/e/facebook-for-business-tickets-164482574809">https://www.eventbrite.co.uk/e/facebook-for-business-tickets-164482574809</a>
Wednesday September 15 <sup>th</sup> & 22 <sup>nd</sup>	The Customer Journey	2 x 90 minute	<a href="https://www.eventbrite.co.uk/e/the-customer-journey-tickets-164829137387">https://www.eventbrite.co.uk/e/the-customer-journey-tickets-164829137387</a>
Thursday September 16 <sup>th</sup> & 23 <sup>rd</sup>	Twitter for Business	2 x 90 minute	<a href="https://www.eventbrite.co.uk/e/twitter-for-business-tickets-164483652031">https://www.eventbrite.co.uk/e/twitter-for-business-tickets-164483652031</a>
Wednesday September 29 <sup>th</sup>	The Benefits of using Cloud Computing	1x 90 minute	<a href="https://www.eventbrite.co.uk/e/benefits-of-cloud-computing-tickets-164818202681">https://www.eventbrite.co.uk/e/benefits-of-cloud-computing-tickets-164818202681</a>
Thursday September 30 <sup>th</sup> October 7 <sup>th</sup> 14 <sup>th</sup> & 21 <sup>st</sup>	Paid Ads on Social Media Channels	4 x 90 minute	<a href="https://www.eventbrite.co.uk/e/paid-ads-on-social-media-tickets-164819496551">https://www.eventbrite.co.uk/e/paid-ads-on-social-media-tickets-164819496551</a>
Tuesday October 5 <sup>th</sup>	Naming, Storing & Accessing your Customer Data	1 x 90 minute	<a href="https://www.eventbrite.co.uk/e/naming-storing-accessing-your-customer-data-tickets-165784551055">https://www.eventbrite.co.uk/e/naming-storing-accessing-your-customer-data-tickets-165784551055</a>
Wednesday October 6 <sup>th</sup> 13 <sup>th</sup> & 20 <sup>th</sup>	Planning a website & writing the content	3 x 90 minute	<a href="https://www.eventbrite.co.uk/e/planning-a-website-and-content-tickets-164860577425">https://www.eventbrite.co.uk/e/planning-a-website-and-content-tickets-164860577425</a>
Tuesday October 12 <sup>th</sup> & 19 <sup>th</sup>	Developing a Marketing Plan	2 x 90 minute	<a href="https://www.eventbrite.co.uk/e/developing-a-marketing-plan-tickets-164849257567">https://www.eventbrite.co.uk/e/developing-a-marketing-plan-tickets-164849257567</a>
Tuesday November 2 <sup>nd</sup> 9 <sup>th</sup> & 16 <sup>th</sup>	Powerful PR	3 x 90 minute	<a href="https://www.eventbrite.co.uk/e/powerful-pr-tickets-164981773927">https://www.eventbrite.co.uk/e/powerful-pr-tickets-164981773927</a>
Wednesday November 3 <sup>rd</sup> 10 <sup>th</sup> & 17 <sup>th</sup>	LinkedIn for Business	3 x 90 minute	<a href="https://www.eventbrite.co.uk/e/linkedin-for-business-tickets-165003031509">https://www.eventbrite.co.uk/e/linkedin-for-business-tickets-165003031509</a>
Thursday Afternoon November 4 <sup>th</sup> & 11 <sup>th</sup>	Developing your Brand	2 x 90 minute	<a href="https://www.eventbrite.co.uk/e/developing-your-brand-tickets-164843769151">https://www.eventbrite.co.uk/e/developing-your-brand-tickets-164843769151</a>
Thursday November 18 <sup>th</sup> & 25 <sup>th</sup> December 2 <sup>nd</sup>	Creating a Social Media Strategy	3 x 90 minute	<a href="https://www.eventbrite.co.uk/e/creating-a-social-media-strategy-tickets-164996201079">https://www.eventbrite.co.uk/e/creating-a-social-media-strategy-tickets-164996201079</a>
Tuesday November 23 <sup>rd</sup> & 30 <sup>th</sup>	New to SEO	2 x 90 minute	<a href="https://www.eventbrite.co.uk/e/new-to-seo-get-your-website-ranking-higher-in-google-tickets-164833785289">https://www.eventbrite.co.uk/e/new-to-seo-get-your-website-ranking-higher-in-google-tickets-164833785289</a>
Wednesday November 24 <sup>th</sup> & December 1 <sup>st</sup>	New to Google Analytics	2 x 90 minute	<a href="https://www.eventbrite.co.uk/e/new-to-google-analytics-understand-website-visitors-with-google-analytics-tickets-164836108237">https://www.eventbrite.co.uk/e/new-to-google-analytics-understand-website-visitors-with-google-analytics-tickets-164836108237</a>