



Social Networks: a new component in European Lobbying

“ A one day programme
on how to deal with existing
and upcoming social
network tools ”

Seminar dates: 25/11/2009 | 25/02/2010 | 19/05/2010

The European Training Institute, upon request of a growing number of clients, is proud to propose a new programme on social networks and their potential use for private entities, public authorities and the civil society.

In partnership with Impact Brussels, a leading company in EU Public affairs and Communication, the training will be delivered by *Mr Hans Henrik H. Heming*, CEO of BrightHQ, one of the rare companies today able to translate the phenomenon of social networks into business opportunities and tools for influence.

This training is addressed to any person engaged into European Public Affairs and Communication in Corporate, NGO's, Associations and Institutions.



PROGRAMME

Morning

- Social networks: Why is this happening now? Insights about Complexity Theory and Social Capital
- Tools: Blogs (Netblog, eblogger,...) and Social Networks (Twitter, Viadeo, Facebook, LinkedIn,...) how to use them all?
- Tendencies: Upcoming tools and methods

Afternoon

- Case studies on the use of social networks by businesses and authorities
- Setting up a communication strategy based on the use of social networks
- Extrapolation into European lobbying

Price per participant: **eur 750** (+ 21% Belgian VAT)

“Social Networks: a new component in European Lobbying”

November 25, 2009
 February 25, 2010
 May 19, 2010

Please type or print clearly in black, with capital letters.

Please tick as appropriate

Personal details

Mr /Mrs / Ms

Surname

First name(s)

Nationality

Date of birth

Company + Business address

Main field of activity

Position/occupation

Phone/Mobile

Fax

E-mail

@

Billing details

Company

Contact Name

Address

VAT n° (compulsory)

Phone

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Enrolment fee € 750 (+21% Belgian VAT)

Special discount for our partners. Please specify:

The **total amount** must be **paid upon receipt of the invoice and prior to the course beginning**

Payment details

Options:

Transfer to ETI account **143-0638232-73** Fortis Bank, BIC : GEBABEBB, IBAN : BE27 1430 6382 3273

Av Jules de Trooz 11, B-1150 Brussels (Belgium)

VISA or MasterCard n°

Code

Expiry Date ____ / ____

Please include your full contact details (Name, Company, Seminar and date of seminar)

Cancellation policy:

Over 30 days before Programme beginning	20% of the amount
29 to 15 days before Programme beginning	50% of the amount
14 to 8 days before Programme beginning	75% of the amount
Less than 8 days before Programme beginning	the total amount

Each transfer of registration to other course dates filed later than one month prior to seminar beginning will be charged an extra 20% for administrative costs. No additional charge for qualified substitute participants.

ETI reserves the right to cancel the seminar at the latest 2 weeks before the start date. A full refund of course fees will be allowed, but ETI is not responsible for any other costs incurred (transports, hotels, etc.)

Date

Signature

This Enrolment Form should be returned completed and signed to:

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