

Social Media – Build Your Tribe

Date: **Thursday** 16th February 2012

Time: 5pm for a 5.30 start. Finish at 7pm when attendees network over a glass of wine

Venue: Imperial Hotel, First Avenue, Hove (<http://www.imperial-hove.com/maps.htm>)

Cost: £30* plus VAT (there is no joining fee - people just pay when they book)

Synopsis:

Seth Godin uses the word “tribe” to describe a group of people who gravitate, engage and then communicate around an “idea”. The idea typically spreads virally to attract other like-minded individuals. Tribes might include religions, clubs, Apple, Facebook, your customer portfolio or even the organisation you work for. This session is all about you, as the leader of your tribe. To thrive as a leader, you need to be an exemplar, a role model in your chosen field, have a strong personal brand and a following of “believers” around your idea. We teach that the key to success is “value to others”. How can people get more benefit from being associated with you? How can you encourage people to gravitate towards your tribe?

Terms: *Payable on presentation and in advance of the event. Any cancellation must be made in writing at least 48 hours prior to the event, or payment will be due in full.

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