

Quebec Regional Council presents

One-Day Training Seminar **SOCIAL MEDIA** for Security Businesses



Montreal • January 24, 2018

The location will be confirmed after the number of registration is reached. (minimum 10 for each city Montréal and Québec)

Quebec City • February 7, 2018

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You can no longer avoid using social media. Your clients are using it and so should you! CANASA is offering a day of social media training to help you understand and make use of social media to raise your business profile.

TRAINING OBJECTIVES

1. Develop a tailor made social media strategy for the security business

- Focusing on each platform
- Focusing on the target market (residential or commercial)

2. Generate brand awareness and increase sales through social media

COURSE CONTENT

We are aiming at building a content strategy, which will be pertinent to attract consumers or to generate interaction with major clients in Québec. This one-day seminar will go through both theory and practical. Concrete examples will be used to enhance the learning curve.

1. The basics

An overall review of social network in the world of security.

- Rules to respect
- Main content formats

2. Strategy

- Goals and targets (residential and commercial)
- What social media to use for the security industry
- Editorial content

- Content generated by users
- Best practices
- Mistakes to avoid

3. Tool box

- Editorial calendar
- Benchmarking tools
- Monitoring the results –KPIs (success and failure)

WHAT YOU WILL LEARN

This training day will:

- Improve your editorial competence on social media and adapt your approach for each platform and target.
- Enable you to understand the challenges of social media
- Generate interaction with your publications or your sales.

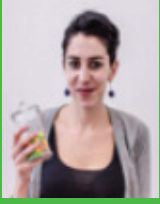
This training day will allow you to become self-autonomous to:

- Engage in social media on a daily basis, adapt the content and publish at the right frequency
- Generate clicks, shares and comments—what's best for your business
- Create your unique editorial content
- Adapt your style on different social media platforms; increase your capability to insert visual content (videos, pictures)
- Gain visibility. Appear on social threads using popular hashtags (#)
- Engage your potential customers by recruiting followers; answer their questions
- Analyse your results, measure your KPIs



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Laura Henvel

For more than 5 years Laura Henvel has been in internet community management with social media, within an agency and for clients directly. Laura has been responsible for building, creating and maintaining the social media of many key accounts on a daily basis. Laura has worked for international accounts in the automotive sector as well as banking organizations. She has proven expertise in Facebook, Twitter, LinkedIn and Instagram.

DETAILS

Time: 9 a.m.-4 p.m.

Agenda:

9 a.m.	Presentation begins
10:30 a.m.	15 minute break
12 p.m.	Lunch break
2:15 p.m.	15 minute break
4 p.m.	Presentation concludes

Conditions

To confirm both seminar days, we must reach a minimum of 10 participants for each day of training.

Registration deadline December 22, 2017.

Number of places is limited.

- You must bring your laptop

REGISTRATION

Cost: (includes 1-day seminar, breakfast and lunch)

Member: \$350 plus taxes

Non-member : \$400 plus taxes

50% deposit at time of registration is required.

Full reimbursement will be issued if the class is cancelled by CANASA. If you cancelled before January 3, you will be reimbursed minus 10% for admin fees.

FOLLOWING THE SEMINAR

You will receive documentation (soft and hard copy) and all points discussed during the day .

To register, visit the event calendar on www.canasa.org

Or contact:

Danielle Paquin

Director Government Relations & Quebec Affairs

Tel: (514) 884-3343

Toll Free: 1 (800) 538-9919 ext. 226

Email: dpaquin@canasa.org



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