

**PRESS INFORMATION**

For immediate release

## **Local Businesses Attend Digital Marketing Workshop**

Newbury College and West Berkshire Education Business Partnership (WBEBP) held a free digital marketing workshop last week for small to medium sized businesses, which was supported by West Berkshire Council and Business Link.

The breakfast workshop focused on the future of digital media and social networking and how they can be used to impact the bottom line. The keynote speaker was Thomas Brown, Head of Insights at The Chartered Institute of Marketing (CIM). Mr Brown is involved in creating knowledge for the CIM by leading projects such as think tanks and strategic research and regularly works alongside marketing leaders from major organisations.

Andrew Hooper, Director of Employer Engagement at Newbury College was enthused by Mr Brown's talk and said, "We held a similar workshop at the College in February entitled 'Marketing without Money', which was a huge success. We agreed at the time to organise a follow-on event and consequently, we're delighted that this workshop took place. Small and medium sized businesses were able to develop their understanding of digital marketing and it provided them with a number of practical tools to take away and implement immediately".

Mr Brown's presentation covered various topics including key trends in digital and social media, engagement channels such as Twitter and Facebook and how to effectively measure the marketing impact.

Liz Palmer, Business Development Manager at the WBEBP commented, "Fifteen years ago the world wide web stood poised to change the way we do business although no one could predict the profound impact it would have. Social media seems to be in a similar position now, and many people are wondering what influence it will have on the business world. This workshop gave companies the

chance to keep up-to-date with the latest developments and the possibilities they might bring.”

Newbury College provides bespoke courses in all areas of business development and legal compliance training. For more information, please call the Business Development Team on 01635 845229, email [business@newbury-college.ac.uk](mailto:business@newbury-college.ac.uk) or visit [www.newbury-college.ac.uk](http://www.newbury-college.ac.uk)

**- ENDS -**

**Photograph (Left to Right)**

**Lesley Yates** Project Officer, West Berkshire Education Business Partnership

**Ganesh Selvarajah** Head of Economic & Business Development, Business Link Berkshire

**Liz Palmer** Business Development Manager, WBEBP

**Martin Russell** Senior Business Manager, Newbury College

**Thomas Brown** Head of Insights, Chartered Institute of Marketing