



From 3.00 PM to 6.00 PM (followed by hi-tea)

Karachi: 26<sup>th</sup> April , Marriott Hotel // Lahore: 10<sup>th</sup> May, Park Plaza Hotel // Islamabad: 17<sup>th</sup> May, Serena Hotel

#### Who Should Attend?

- CEOs/Business Owners
- Sales & Marketing Professionals
- HR Professionals
- Corporate Communication Professionals
- Legislators and Government Officers
- Foreign Office Staff

**Workshop Fee: Rs. 6,000 per person**

On 5 participants from the same organization, 6<sup>th</sup> participant to attend free of charge. Payments to be made in advance.

#### Learning Agenda

#### Twitter Expert



**Farida Paras (@faridaparas)**

- Phenomenon of Twitter
- Twitter etiquettes
- How to increase your followers?
- How to drive people to your website using Twitter?
- Twitter tools and applications
- Twitter for marketing and personal branding
- Power of the hashtags (#)
- Integrating Twitter with other social media channels
- How to automate your Twitter?

**Follow me on Twitter @faridaparas**

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