



A CMAE ONLINE WORKSHOP

TAKE CONTROL OF YOUR DIGITAL FOOTPRINT

**25TH FEBRUARY 2021
09:00 - 13:00 GMT**

What are the most important
social channels for a club to be seen in?

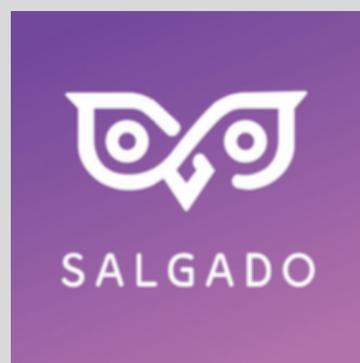
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PROGRAMME DETAILS

For four hours, we go through which are the most important social channels to be seen in for a club. And which other digital channels are also important to have a clear presence in in order to get as clear a digital footprint as possible. We also go through how the presence should look in the best way (best practice) and theory mixed with practical exercises where you as a participant immediately start working with starting up and optimizing the work with the most important channels. And also become better at creating content yourself in the form of image, text and mobile that is optimized for each channel's special needs.

ABOUT SALGADO

Salgado is a digital communications agency with roots in social media. We have a passion for digital communication where people and digital media interact. Data-driven approach with a focus on conversions is in our DNA. Through cutting-edge expertise and a personal perspective, we take a grip on you or your customers' digital presence, where you stand today and help you nurture the brand, build trust and find new customers and opportunities.



PRESENTERS



DANIEL ERKSTAM

Daniel Erkstam is one of Salgado's education managers, working at Salgado in general with digital strategists and as an educator and lecturer. Daniel is an esteemed educator and lecturer at the educational companies Medieinstituttet, Berghs School of Communication. Among many other courses and trainings that Salgado performs for Wednesday Relations, Daniel has on several occasions given several different trainings and lectures on digital communication and marketing.



JIMMY WAERN

Jimmy is an SEO / SEM specialist with broad and deep knowledge in many marketing areas. He has worked intensively with conversion optimization and Facebook Ads for large parts of his career. He is primarily driven by making people successful in business with their investments. Today, Jimmy works as an SEO / SEM specialist at Salgado, but also as a marketing manager for two more companies.

DELEGATE FEES

£100.00 CMAE Members

Limited to 30 delegates

DEADLINE TO BOOK: 18th February

[TO BOOK COMPLETE AND RETURN THE
BOOKING FORM](#)

TAKE CONTROL OF YOUR DIGITAL FOOTPRINT **BOOKING FORM**

YOUR NAME

CLUB/BUSINESS

POSITION AT CLUB

EMAIL ADDRESS

PHONE NUMBER

**CMAE MEMBER
NUMBER**

I CONFIRM I WOULD LIKE TO BOOK ONTO THE FOLLOWING WORKSHOP

TAKE CONTROL OF YOUR DIGITAL FOOTPRINT
25 FEBRUARY - £100.00

PREFERRED PAYMENT METHOD

BANK TRANSFER

CREDIT / DEBIT CARD

TERMS AND CONDITIONS

Cancellations must be received 14 days prior to the event date
Any cancellations received after the 14 days will not be subject to refund
Bookings are not guaranteed until payment is received in full

PLEASE RETURN BOOKING FORMS TO

office@cmaeurope.org