



INVITATION

FH DIGITAL LUNCHEON
Social Media for Trade Associations:
Reaching Audiences within the Brussels Bubble and Beyond

Wednesday 25 February 2015 | 12.00 - 14.00

FleishmanHillard | Square de Meeûs 35, 2nd floor | 1000 Brussels

As trade bodies, you play an essential role in communicating your industry's value to a range of audiences both inside and outside of Brussels. Your members look to you to raise and maintain your sector's collective profile with stories that help them achieve their objectives.

Join your colleagues and our Digital Strategist Brett Kobie for an informal lunch discussion that covers the why, who and how of social media in the association world.

THE WHY

- > Can social media efforts actually lead to real (policy advocacy) **success**?
- > Is it worth the **investment**?
- > How can I get my **leadership** on board?

THE WHO

- > Who should we **target**?
- > How do we make sure they actually see our **messages**?

THE HOW

- > How do we achieve a steady flow of information to our **audiences** that they'll actually pay attention to?
- > Which **channels** should we focus on to make use of limited resources?
- > Which **metrics** actually mean something to our members?

For more information and registration

brussels-event@fleishmaneuropa.com

RSVP by Friday 20 February
