



Tuesday
13th November 2018
9:30 am - 4:30 pm

Digital Marketing Seminar

One Moorgate Place
London EC2R 6EA

In an increasingly online world, understanding the impact of good digital practice could propel your brand further and help you truly understand your customer.

Whether it's digital targeting, SEO prowess or customer testimonials, your online presence could be worth more than you think.

Learn about the psychology of the click, how every word can add to your bottom line, and why good content beats clickbait every time.

HFMA Member:
£99 + VAT

Non-Members:
£199 + VAT

(VAT invoice will be send on receipt of booking form)

Buffet Lunch and refreshments will be provided

Networking opportunities

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|----------------------|---|
| 09.30 - 10.00 | Registration and refreshments |
| 10.00 - 10.40 | Introduction to PPC and digital targeting
An introduction to the world of digital targeting. How to get the most out of a small budget, user profiling and measuring results via robust analytics
<i>Dan Chapman, Paid Media Specialist at Pegasus</i> |
| 10.40 - 11.15 | Making the most of UGC and customer reviews
How to use influencer and customer generated online content in your marketing plan. How to use customer reviews to your advantage while staying on the right side of regulations
<i>Speaker TBC</i> |
| 11.15 - 11.30 | Refreshments |
| 11.30 - 12.10 | The keys to content optimisation and link building
How every word you write could be adding £££ to your ecommerce business, with each link providing the key to traffic building
<i>Katy Winter, Deputy Commercial Editor at Mail Online & Anne Shooter, Head of Partnerships at Mail Online</i> |
| 12.10 - 12.30 | Q&A with all experts hosted by Pegasus |
| 12.30 - 13.30 | Lunch & networking |
| 13.30 - 14.15 | Data protection and ECRM campaigns in the wake of GDPR
How to keep your customer relationships strong in the wake of GDPR. Managing large-scale databases and creating email content that doesn't go straight to the recycling bin
<i>Paul Edge, Senior Digital Marketing Manager, Pegasus</i> |
| 14:15 - 15:30 | User experience in Ecommerce - the psychology of selling
Understanding the psychology of keeping a customer on your page, tips and tricks for converting those key sales and examples of brands who have done it right, and those who've missed the mark
<i>Speaker TBC</i> |
| 15:30 - 15:45 | Refreshments |
| 15:45 - 16:00 | Questions and Wrap Up |
| 16:00 - 16:30 | HFMA Blogger of the Year - announcement and presentation |

HFMA'S SOCIAL MEDIA SEMINAR - TUESDAY 13th NOVEMBER

ATTENDANCE/BOOKING FORM



Location: One Moorgate Place, London EC2R 6EA

Timings: 09:30 - 16:30

HFMA Members: **£99.00 + VAT = £118.80**

Non-Members: **£199.00 + VAT = £238.80**

Payment must be included with booking form. A VAT invoice will be sent on receipt of booking form.

Please book me place(s)

I enclose a cheque/credit card payment for £.....

(Please make cheques payable to the 'Health Food Manufacturers' Association')

Company:

Address:

.....

..... Postcode:

Delegates:

(please tick)

Name	Email	AM	PM

Food Allergies:

Card															
Type: MASTERCARD/VISA					Expiry Date:					Card Security Code:					
Name on Card:										Company Card: Yes / No					
Statement address of card Holder:										Postcode:					
Company										Telephone No.					

Return this form to: Philippa Williams, HFMA, 1 Wolsey Road, East Molesey, Surrey KT8 9EL

Tel: 0208 481 7100 e-mail: philippa@hfma.co.uk

By completing this form, you agree to the Terms and Conditions (T&C's) and HFMA's Privacy Policy which can be found on the HFMA website <https://www.hfma.co.uk/wp-content/uploads/2018/05/hfma-privacy-policy-2018.pdf> or request a copy by email (hfma@hfma.co.uk) or post (1 Wolsey Road, East Molesey, Surrey KT8 9EL). HFMA, as the organisers reserve the right to alter the program without notice.

HFMA's cancellation policy is as follows; If you cancel your attendance 14 days or more before the event a full refund will be issued, 7 - 14 days prior to the Event you will receive a 50% refund of the cost of the ticket. If you inform HFMA fewer than 7 days or if no notification is received we reserve the right keep the full cost of the ticket, cancellations must be received in writing. HFMA reserves the right to cancel an attendees booking, a notification will be sent in writing. HFMA reserves the right to cancel the event, a notification will be sent and a full refund will be offered. HFMA shall not be liable for any delay or failure to perform any of its obligations if the delay or failure results from events or circumstances outside its reasonable control, including but not limited to acts of God (other than one arising from or related to directly or indirectly from volcanic ash), strikes, lock outs, accidents, war, fire, breakdown of plant or machinery. HFMA is not liable for any damage, loss, delay or expenses caused to the attendees, including personal property. Payment methods; Payments will be taken via credit card, details will not be shared or stored and will be destroyed once payment has been made. These T&C's are governed by the Law of England.