

Talk

Digital communication: boost yours!



About the talk

Through practical examples and concrete testimonials, this talk will demonstrate why any practice should build on its digital communication activities. Far from being the reserve of big organisations and web and social network addicts, digital communication fulfils strategic objectives like a modern image for the practice, an enhanced reputation, confirmed expertise and gaining new clients, and even future employees.

This talk is aimed at all practices, particularly those whose size and resources in terms of time and know-how might be limited.

Come and learn all about digital communication; find out what business opportunities it offers and discover the keys to success.

Key points

- Modernising the image of the practice
- Developing its reputation
- Promoting the services or even the specialisation it offers
- Observing and standing out from the competition
- Winning new clients
- Attracting future employees

Objectives

- To learn about digital communication and what's at stake
- To master the keys to success
- To enhance and build your digital communication!

Subjects covered

- WebSphere, social networks, community management
- Marketing approach, communication plan
- Image, differentiation, reputation, promotion, prospecting



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