

INVITATION

We are delighted to invite you to an exclusive Blue Skies event...

Your invitation to attend a complimentary keynote seminar



KATE STEELE

Head of the Corporate Group
Manning Selvage & Lee

Keynote Speaker: Kate Steele, Head of the Corporate Group,
Manning Selvage & Lee (MS&L)

Topic: **The impact of social networking**

Date: **Wednesday 12th September**

Venue: **Dukes 92, The Castlefield Rooms, 20 Castle Street,
Castlefield, Manchester, M3 4LZ**

Kate Steele will be speaking on social networking via digital portals. Socialised media such as blogs, wikis and photo-sharing sites have moved far beyond being simply a meeting place for 'techies' or a posting board for complaints. It is now a way of reaching key demographics. Kate will offer her perspective on how this brave new world will impact all businesses.

Topics will include:

- What the new online universe looks like
- Spheres of influence and shifts in trust
- Changing communication channels
- Future opportunities

About Kate

Kate has worked in PR for almost 14 years and joined MS&L in 2002. Throughout her career she has been responsible for a broad portfolio of clients, focusing on major international brands. Key accounts have included: British Airways, Orange, Mitsubishi, BBC, Eli Lilly, Philips and Xerox.

Kate's experience spans corporate reputation management, through to crisis & issues consultancy, to the development of international stakeholder engagement programmes and designing and implementing global, pan-European and domestic media strategies.

Itinerary

17.15-18.00	Welcome Drinks
18.00-18.45	Presentation
18.45-19.00	Q&A
19.00-20.00	Drinks & Canapés

Space is limited so please RSVP to Helen Salt ASAP

helens@blueskiescareers.co.uk or call on **0161 247 8410**

This invite is for the invitee plus a guest.

Blue Skies are proud to be involved in cutting-edge events, working with key opinion leaders.

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