

Developing Your Internet Profile



21/11/2013

"Growing New Markets for the Web" was an all day seminar aimed at start ups and small businesses. I was commissioned to scope and create the content, and lead the seminar on the day. The seminar was attended by around 35 start ups and small business owners and held at the Graduate Centre, London Metropolitan University, UK, supported by 'Knowledge Connect', a government funded training initiative at the time, who advertised and recruited attendees. (Altogether we had around 70 attendees as it ran twice, in June and November 2011.)

This is a sample of the presentations which I used for a set of six topics relevant to helping a new or small business understand and make best use of what they could do online, I spoke for 4 sessions, and my colleague, Janet Gordon, took the remaining two.
