

Constructing Excellence Nottingham
invite you to a presentation on Good and Bad Publicity
Wednesday 25th November 09 at 8:00am for 8.30am start at
Nottingham Trent University, Bass Management Centre 308,
Goldsmith Street, Nottingham NG1 4BU

Breakfast will be provided from 8am.

Good and Bad Publicity

Speaker: Alan Boyden, Wayne Swiffin

Good and Bad Publicity – why building and maintaining your reputation is important

The presentation will examine effective ways of building your reputation using traditional media but will also look at why businesses should be aware of how social media can damage their standing.

For example, many businesses will be monitoring what is being said about them in the media, such as newspapers. But how many are aware of social media channels such as Facebook and Twitter? And how many would know how to respond to negative publicity about them on such websites?

Alan Boyden, Group Managing Director of BCS, and Wayne Swiffin, a Senior Account Manager at BCS Public Relations, will examine some of the issues that surround protecting your reputation in a world where new media is a growing platform for debate.