

About Laurel Papworth

Laurel reaches 4 million people a month on social media and was named by Forbes Magazine in the Top 50 Social Media Influencers worldwide. She has been named Head of Industry, Social Media (Marketing Magazine) and her blog LaurelPapworth.com has made her the #5 blogger in Australia (B&T Magazine) and in the Top 150 Media/Marketing blogs in the world (AdAge USA).

Laurel has been creating and managing online communities for over 20 years, including IRC, Usenet, Ultima Online forums, reality shows like Masterchef/Idol/Big Brother and inworld game moderator management. Laurel has taught social media marketing courses since 2005 at the University of Sydney and provides courses to business and Government around the world, as well as keynoting at international conferences on social media reaching 5,000 students/attendees each year.

Her clients include UNHCR, Westpac, Singapore Government, Middle East Broadcasting (Saudi Arabia), Channel Ten, and PR and Marketing Agencies in Australia and Asia.



Laurel Papworth @SilkCharm

Smart Social Media Training for Your Business



This booklet contains a range of packages for commercial companies and Government organisations who need clear, focused training on Facebook, Twitter, LinkedIn, blogs and other social media for their staff.

These tried and tested seminars and workshops, designed by Australia's foremost facilitator in the area, are targeted for all aspects of your company's business from high level orientation, public facing marketing, internal strategy, guidelines and training. As well as these very popular packages, briefed below, we can deliver a range of bespoke training, prefaced by short consultancy sessions, tailored for your specific needs.

All of the packages can be delivered either on your premises, a range of city centre labs or we can provide (at extra cost) our travelling workshop at a place of your choosing.

*"Every part of our life will be quantifiable, and eternal, & we will answer to community for our decisions."
Laurel Papworth, PEW Report*



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Online Courses

Most of the modules below have an online courses component including video lectures, a workbook, case studies and exercises/quizzes. After the in-house workshop, attendees can be given access to this resource.

Social Media Training Packages

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A - ORIENTATION PACKAGES

Special introductory seminars and workshops for those relatively unfamiliar with the Social Web and its unique culture. Designed to rapidly raise awareness of the important aspects.

1 What is Social Media all about? - Executive Briefing

For up to 35 people aimed particularly at busy time poor managers and others making strategic decisions who need to be brought up to speed about risk assessment, compliance, ROI /COI (cost of inaction) and social comms, quickly and clearly.

3 Effective Communication Using Twitter - Hands-On Workshop

On the surface Twitter seems superficial but it is now proven to be a key glue in connecting your brand and messages around the social web. Any social media presence needs Twitter as a key part of the communication framework. In this workshop you will set up accounts and be shown how to organically grow your influence in this network.

2 Facebook and your Business - Hands On Workshop



With a user base approaching 1 billion, Facebook is now effectively the 3rd biggest country on the planet. All businesses need to know how to engage with this social behemoth. Those that don't are falling behind and this workshop will give you the key techniques in how to build your companies Facebook profile.

4 Big Data and Social Media

Although business is permeating all aspects of the social web, one of the fastest growing is focussed on using the social graph and it's data for business decisions. This workshop introduces the Big Data and how to evaluate case studies for growing the organisations

5 What are they Saying About Us? The Social Media Dashboard Full Day Hands-On Workshop

Companies are now highly susceptible to the conversations about their brands. One tweet or viral video can wreak havoc and affect share price. Monitoring social media - on the surface invisible - conversations is critical and this workshop takes your marketing and customer or client relationship teams, step-by-step through creating a social media monitoring dashboard with a variety of tools.

E – GUEST SPEAKING PACKAGES

Below are presentations that have been delivered around the globe by Laurel Papworth. Non-exhaustive speaking selection below, enquire for more topics.

Empowering Women Building a 'Facebook' in the Middle East

Laurel went to Saudi Arabia to build an online community for Middle East Broadcasting. She tells of her adventures from being held at the airport in Jeddah through to being arrested by men with machine guns at ToysRUs. The passion and social change that comes with social media.

Big Data and Facebook and Your Credit Card

An insightful presentation looking at how major companies are collecting and analysing massive data sets to make decisions on what to advertise to the customer, who to hire and who gets a home mortgage. What is Big Data, Case Studies and the Future.

Managing Compliance, Risk Assessment - Trolls & Negative Criticism

How do organisations deal with grumpy customers on Twitter and Facebook? This presentation explores 8 different types of responses and the positive and negatives of each one. Educational, informative and challenging.

But Where's the Money? Social Media and Collaborative Communities

A group of dress designers and craft people got together and now Etsy.com is on track to do a \$1billion of transactions this year. From LinkedIn to Twitter to Facebook credits, how will commerce change due to social networks and online communities? Based on Laurel's book "Social Media Money" we look at peer to peer and collaboration.

The World of Workcraft - Gamification and The Enterprise

How HR, Sales and Marketing use "gamification" - points, badges and leadership skills are transferred - in the computer game generation workforce. Laurel has managed massively multiplayer online games for 20 years and has many war stories to share!

How Crowdsourced Funding & The Social Economy Improved Business

Need a loan? Ask 750 million people on Facebook. Want to fundraise? Ask 3 million Australians active on Twitter. From the Grameen Bank winning a Nobel Prize for microfinance to the Pozible social media site connecting filmmakers with funding, social loans are changing the way we invest.



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C – ADVANCED SPECIALISED PACKAGES

Specifically designed workshops aimed at departments within your company who are finding the need to connect with stakeholders on social media.

12 Getting the Right People to your Events using Social Media

For departments who organise physical and online events this workshop takes you through social media activities to attract specific influencers to large crowds. Introduces a range of filtering and contextual targeting tools to make sure your next event has the perfect mix. Maximise your social media presence for Events!

14 Five Steps of a Social Media Campaign

From Monitoring dashboards to Facebook Campaigns, Twitter engagement, content marketing and promotional strategies, and finally analytics and insights, how are successful campaigns run in social media?

16 How to Monetize Social Media for your Business

Is social media for publicity or can it actually driving revenue and sales for your company? This workshop introduces you to real world case studies and at least 22 key Social Media business models and takes you hands-on through exploring many of them for your business.

13 Nine Steps of a Social Media Strategy

Facebook and Twitter are a tactic which are part of a Campaign which should be part of a strategy. Use the workbook and work on Value to Clients, Which Platform, Target Audiences and Key Influencer strategies. Then Campaigns, which Voice to use and growing Engagement.

15 Crisis Comms: 8 Steps to Dealing with Trolls online

It is a difficult balancing act for organisations to present their human face into social media but also not free from the risks of public criticism. If there are guidelines in place across all areas of the business these risks can be controlled and this workshop takes you through how to respond to criticism but also how to avoid them in the first place by ensuring staff know how they should best use social media. Includes escalation charts & ICOEBG (emergency) standards.

17 Social Intranet: How to make your Company a Collaborative Powerhouse using Social Media

Introducing social media internally is a great way to trial and error content and delivery. From Manager blogs to Yammer to LinkedIn for staff, it's not Business as Usual!

D – PREMIUM LONG FORMAT PACKAGES

A range of intensive and strategic, project focused training for key staff in your company

18 Social Media Week Long Lab Residential – External or on Premises

Designed for up to 20 key staff to hit the ground running in one week boot camps. These intensive workshops are highly tailored to your company and utilise up to 6 trainers who are specialist. Ideally suited to five or six project teams who will come out of the Lab with documentation and clear timelines and next steps.

19 Ongoing Strategic Consultancy

Interested in one on one sessions as part of your internal social media planning sessions? Either single one day events, writing reports following strategic discussion or regular visits to your company to put a social media plan into action. As part of this package Laurel can also lead strategy meetings and deliver implementable outcomes for your teams. Skype checkins.

20 Online Learning

Online courses on social media, videos, workbooks and webinars are an option for organisations with staff on shift work or a remote workforce. Please Enquire.

The Rate Card

The rates for all of the above vary depending on the organisation needs, how specialised any workshops need to become and travel etc:

The rate ranges below are for guidance only:

(Note) Special rates for multiple bookings:

Seminars 3-4 hour active presentations 30-50 people - **\$2500-\$3800**

Half Day Hands-On Workshops 12 people - **\$2500-\$3800**

Full Day Hands-On Workshops 15 people - **\$3900-\$5500**

Two Day Seminar and Workshop Combinations 15 people - **\$6000-7500**

Week Long Project Residentials (multiple mentors) - **\$24000-\$75000**

Online Video Courses, workbooks - individual, group or licence available **TBD**

Consultancy (per day) - **\$3900-\$5500** or Skype Consultancy packages - **TBD**

Speaker (up to 1hr per conference) - **\$3900-5500**

Online Social Media Courses

Laurel Papworth @SilkCharm

Video Lectures, Workbook, Q&A Forum

Hours and hours of step by step video lectures, howtos' walkthroughs and strategy: learn how to write a social media strategy, implement a campaign, develop guidelines or how to be a Facebook Page manager in your own time at your own desk or on the road. These online courses are regularly updated and include a question and answer forum.

Presentations background

- Laurel Papworth has **4,000 students** online
- Corporate online video courses include
 - **5 Step Social Media Campaign: Facebook Twitter Blogs Measure**
Step by Step: Facebook, Twitter & Blog/Website Also Monitoring, Engagement & Measurement of a Social Media Campaign
 - **9 Step Social Media Strategy for Marketing and PR**
9 Steps to Writing & Implementing a Social Media Strategy including Facebook & Twitter for Marketing Public Relations & Comms
 - **Create A Wordpress Business Blog & Social Media Press Room**
Create a free social media website & blog that integrates Facebook, Twitter, Instagram into your business news, PR etc.
 - **Social Media Toolbox: Schedule, Autofollow and Automation**
Save time with social media tools to Automate & Schedule content, Followers, time Facebook Twitter Google Plus LinkedIn
 - **Social Media Audit and Benchmark Facebook, Twitter and more**
How to use specialist tools to Social Media Audit & take a Benchmark of Facebook Pages & your Groups, Twitter, Instagram, LinkedIn
 - **How to Be A Successful Facebook Page Manager**
Strategies and Campaigns to Build a Page, Engagement, Conversation Diary, Ads and Power Editor, Business Manager and Insights.
- The workbooks include examples, case studies that support the video content and exercises for the students to complete. Quizzes & tests check social media students as to whether they have comprehended and implemented the course frameworks.
- Laurel has taught social media at the University of Sydney since 2005 and for corporates, not for profits and Governments in Australia, Asia and Middle East. These courses reflect the real needs of the students. The Thai Government have translated her courseware into Thai.
- ENQUIRE: Video Courses are available to be distributed internally (intranet training) or extranet (to partners, clients, small business, industry organisations and so on. Please Enquire.

B – INTERMEDIATE DEPARTMENTAL PACKAGES

Suitable for staff and departments who already use elements of social media

6 Social Employer Branding for Recruitment

Understanding how gamification and big data works in Human Resources and Recruitment is now critical for organisations wanting to hire and retain Millennials. Work through case studies and strategies for social recruitment.

8 Social Education & Employee Training

Social Media is full of great examples of how companies educate consumers and even better examples of how staff are educating each other. This workshop highlights some mature and many emerging techniques your organisation can train internally more cost effectively using these, often free to use, open source tools.

10 iTunes and Podcasts for Business

From writing the script to creating the video or audio to delivering and building and engaging listeners and viewers, this course takes you step by step through podcasting and iTunes for marketing and content creation specialists.

Co-presented with top BBC and ABC TV producer. Youtube and iTunes are valuable channels.

7 Conversation Diary: Developing your Brand Voice on Social Media

The process of taking your messages and brands into social networks is full of risk. Do it the insensitively and you will do more harm than good; do it too well and you could be overloaded with attention. This workshop shows you how to engage in a controlled and effective way using a simple 12 step, tried and tested process.

9 Social Media Press Releases and Business Blogging

Traditional press releases now need to be complimented by a mix of social media elements. More importantly the press release has become a conversation and communications departments can benefit from techniques to help manage that conversation without being overloaded. This hands-on workshop introduces the P.R. team to those critical new tools.

11 Social Media Audit, Benchmark, Measurement KPIs and Analytics

From the first audit/benchmarking report to weekly updates and call to actions, we analyse analytics and insights, both native to the platform as well as 3rd party tools.