



## Your Invitation to:

### **Business in the Community Social Enterprise Seminar**

**Date: Thursday 19<sup>th</sup> March 2009**

**Venue: Enterprise GY, Novus Centre, The Conge, Great Yarmouth,  
NR30 1NA**

The Seminar will consider what all Social Enterprises should know about “Online Marketing” and “How to get Free Publicity”. There will also be an opportunity to learn from the experiences of the Executive Director of a high profile Social Enterprise.

Speakers include:

- **George Venables, Digital Marketing Strategies**

Website: [www.digitalmarketingstrategies.co.uk](http://www.digitalmarketingstrategies.co.uk)

George Venables, Digital Marketing Strategies, specialises in training businesses and organisations to become successful online marketers, making sure they are attracting and converting the right visitors to their website using Multichannel Marketing Strategies and measuring the results and reacting to the data.

- **Barry Dennis, Business & Media Advisor**

Email: [brdennis@btinternet.com](mailto:brdennis@btinternet.com)

Barry Dennis is a well-known Business & Media Advisor. He is a former Managing Director of Archant, an esteemed post, which he held for 8 years. With over 30 years experience in the industry Barry started out in journalism as a young reporter for a local paper and rose to become Managing Director of not one but two multi-million pound publishing operations.

- **Simon Gray, Executive Director, East Anglian Air Ambulance –**  
website: [www.eastanglianairambulance.org.uk](http://www.eastanglianairambulance.org.uk)

Simon Gray (49) has been the Executive Director of the East Anglian Air Ambulance since August 2004. He comes from a background in media having

worked in business development for a number of companies. Prior to the Air Ambulance, Simon was Managing Director of Newsquest Digital Media and before that he spent periods with United News and Media, Thompson Group and Archant Media Group.

Other charitable activities include an involvement with events connected to the arts, rural life and general fundraising.

The programme for the Seminar is attached. It will be of particular interest to Social Enterprises that are looking for low cost and creative ways in which to ensure financial sustainability.

**To register for this free seminar, please email delegate information to Lynda Osborne, Email:**

[LyndaOsborneBITC@aol.com](mailto:LyndaOsborneBITC@aol.com)

For further information please contact:

Lynda Osborne  
Business in the Community  
Tel: 07917 640696

This Seminar is delivered on behalf of one of the Business in the Community (BITC) programmes – Norfolk ProHelp, a business partner in enterpriseGY. Visit: [www.enterpriseGY.co.uk](http://www.enterpriseGY.co.uk)