



LINKING ENTREPRENEURS IN
ANTRIM AND NEWTOWNABBEY

The LEAN Network is delighted to invite your business to
How To Develop Website Or YouTube Videos

Tuesday 10 September 2019, 9.30am-12.30pm

Do you want to create your own videos but get stuck at the hurdle of what to make a video about?

Content is King and video content should be at the forefront of your strategy. This workshop aims to give you an insight into the video process and get you thinking about video, how it can fit into your business and how to create a content plan.

- Overview of the different types of video – different content forms and their suitability for different businesses/contexts.
- Group work
 - Generate content ideas for each other and get an outside perspective on your business.
 - Develop a content plan highlighting relevant video and story ideas.
 - Produce a short 30 second video.
- Uploading video and different styles for different types of social media.



Speaker Michelle Connolly runs the Content Marketing Agency ProfileTree. She specialises in video production and marketing as well as creating interesting and engaging content. With an expertise in search engine optimisation she focuses on developing digital strategies and building brands online. She has worked with a massive range of clients from SME's to the National Trust. On her own YouTube channels Michelle has generated over 3 million views in the past 18 months.

Venue: Yarn Suite, Mossley Mill, Newtownabbey, BT36 5QA

Cost: Free Event (breakfast baps included)

Booking: Email events@antrimandnewtownabbey.gov.uk including name, business name and location or telephone Kim on 02890 340434

The LEAN How To Workshop Series Continues....

Write A Business Plan For Your Business

Sandra Young, S Young Retail
1 Oct 19, 6-9pm, Antrim Civic Centre

Edit Videos (Beginners)

Michelle Connolly, Profile Tree
15 Oct 19, 6-9pm, Antrim Civic Centre

Make Sales Connections – F2F, Online And B2B

Mrs Jackie D'Arcy, Daniel McCarry & Philip Bain
20 Nov 19, 5-9pm, Mossley Mill

Retain Customers - Modern Customer Care

Stephen Smyth, BWEC
12 Dec 19, 9.30-am- 12.30pm, Antrim Civic Centre

Optimise Your You Tube Channel

Michelle Connolly, Profile Tree
21 Jan 20, 6-9pm, Antrim Civic Centre

Recruit The First Or The Best

Labour Relations Agency, Stephen Smyth & Sandra Young
11 Feb 20, 9am-3pm, Mossley Mill

Utilise Influencer Marketing

Niamh Taylor, Digital24
10 Mar 20, 9.30am-12.30pm, Old Courthouse

Interested in attending?

Phone Kim on 02890 340434 or email including name, business name and location events@antrimandnewtownabbey.gov.uk

You can register for one or more of the workshops but please book early to avoid disappointment. Due to the interactive format of this workshop places will be limited to Antrim and Newtownabbey businesses.