



# THE GLOUCESTERSHIRE BUSINESS SHOW

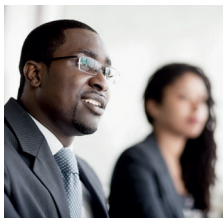
Gloucestershire's Festival of Business & Innovation

#GBS19

## Workshop

**Not just shouting! Build  
the understanding, the  
know, the like and the  
trust on social media**

Wednesday 22 May 10:15am



## Book your tickets

<http://business-shows.eventbrite.com/>

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Cheltenham Town Hall, Imperial Square, Cheltenham, GL50 1QA

In association with

**nettl**  
of Gloucester & Cheltenham

Luan Wise  
sayhello@luanwise.co.uk



Wednesday 22 May 10:15am

## Not just shouting! Build the understanding, the know, the like and the trust on social media

Cutting through the noise of social media is tricky but do-able if you focus efforts on building the know, like and trust factor. This session will explore how to use social media to build credibility and humanise your brand while getting the balance right between professional and personal content.



### Luan Wise

Chartered marketer Luan Wise was recognised as one of the top five female marketers in the UK for the #LinkedInBestConnected social campaign in 2015.

She was subsequently invited to audition as a course instructor for LinkedIn's online learning platform and has produced seven courses to date, viewed

more than 300,000 times. She is also an accredited trainer for Facebook's #shemeansbusiness campaign with Enterprise Nation. She is author of the award-winning book 'Relax! It's Only Social Media' and creator of the 'Social Media Planner', listed by The Independent as one of the '9 best books for entrepreneurs'.

Book your tickets for this event

<https://not-just-shouting.eventbrite.co.uk>