

Get into gear with social media at Manufactured Yorkshire 2015

Submitted by: Luan Wise

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25th March 2015, UK: Manufactured Yorkshire event sponsors ValueExchange will be running two social media seminars and an advice clinic on stand 15 at this years trade show.

Taking place at St Johns Stadium, Huddersfield, on 8th and 9th June 2015, Manufactured Yorkshire will bring together manufacturers of all shapes and sizes.

Day one of the event focuses on engineering; day two on food and drink. A combination of exhibitors and seminars, Manufactured Yorkshire event speakers include Gary Verity (Welcome to Yorkshire), Herwig Vennekens (Haribo) and Fraser Lovatt (Morrisons).

At 8.30am, before the show officially opens each day, ValueExchange Principal Consultant Luan Wise will run a 'What's the point of LinkedIn' session for exhibitors and delegates to find out what they really need to know about the B2B platform who recently listed her as one of the top 5 most engaged female marketers in the UK.

Delegates attending the show can also book a free 30 minute session with ValueExchange consultants to talk through their social media strategy, and to ask specific questions about LinkedIn and Twitter.

Chrissie Slater, Conference Director says "Social Media makes the business world a much smaller and more accessible place – if used correctly. As a sponsor and exhibitor, ValueExchange have been key contributors to our own social media strategy for identifying and reaching out to potential delegates and the bookings are piling in. I'd highly recommend arriving early to hear the top tips, and getting in quick to book one of their free sessions as seats are filling very fast."

Ends

Notes to Editor

About ValueExchange

ValueExchange offers training and social media consultancy to help businesses master their social media strategy. All across the UK, ValueExchange run public courses, in-house training and consultancy programmes to demonstrate how to build business relationships online, how to nurture those relationships, how to integrate them with offline activity and most importantly, how to create value that will lead to business growth.

www.valueexchange.co.uk

Twitter: @value_exchange

About Manufactured Yorkshire

The purpose of MY15 is to bring together Food & Drinks producers, Engineering manufacturers, retailers,

gastro pubs, cafes, restaurants across the whole of Yorkshire in 2 days of learning, collaboration and trading to ultimately strengthen trade links between all. 500 delegates are expected on each day - making a very sizeable conference for Yorkshire. It is free for manufacturers and buyers to attend.

www.manufacturedyorkshire.com

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