



The Promotional Marketing Association

## **How social media monitoring can add another dimension to your promotional campaign**

**Friday 5th April @ The Marker Hotel. Coffee and Networking from 7.30am, talk starts at 8am sharp.**



The APMC are delighted to announce that the latest event in our educational series will take place in The Marker on Friday 5th April. We'll be hearing from Stephen O'Leary, one of Ireland's leading social media voices to find out how you can add value to your clients' campaigns through social media monitoring.

Stephen is Managing Director at Olytico, Ireland's leading social media monitoring and analysis company. As well as an Irish and international client list, research and analysis carried out by Olytico has been used by major national and international broadcasters including RTE, TV3, BBC and The Washington Post. He is a highly regarded conference speaker having addressed audiences at events including the Sport and New Media Conference in Paris, Web Summit, DMX, and The Dublin Tech Summit.

Coffee and Networking from 7.30am, talk starts at 8am sharp.

APMC Member Tickets - €30

APMC Partner Member Tickets - €45

APMC Non Member Tickets - €60

Attendance must be booked in advance and can be arranged by emailing [karen@apmc.ie](mailto:karen@apmc.ie)