



## NIABT Briefing on social media with Ciarán Norris, Head of Digital at Mindshare

The Northern Ireland Assembly and Business Trust (NIABT) works to forge links with, and promote the exchange of knowledge and information between local businesses and parliamentarians here and in Europe.

Our popular breakfast briefings cover a wide range of business related topics. They are hosted by prominent politicians and members of the business community.

Social media has been a buzzword for a few years now, and everyone from Google to David Cameron seems desperate to get in on the act. But what does it all actually mean, how should business approach social media and is it actually a good thing?

Join us at the next briefing where Ciarán Norris, Head of Digital at the media agency Mindshare, will provide an overview on social media, how it works and if it's right for your business.

**Date:** Tuesday 14 February 2012

**Time:** 8:15 am

**Venue:** Members' Dining Room, Parliament Buildings, Ballymiscaw, Stormont.

### Agenda

8:15 am	Arrival / registration and networking breakfast
8:45 am	Chairman's welcome remarks Robin Newton MLA
8:50 am	Briefing Ciarán Norris, Head of Digital Mindshare
9:45 am	Chairman's closing remarks Robin Newton MLA
9:50 am	Close

**RSVP by:**

6 February 2012 to Ivor Gibson at [niabt@niassembly.gov.uk](mailto:niabt@niassembly.gov.uk) or telephone 028 9041 8365.

*We look forward to seeing you*