

# LinkedIn and Social Media for Beginners

**Thursday 12th October 2017  
8.30am – 10am**

**Trethowans LLP, The Pavilion,  
Southampton, SO30 2AF**

**Hampshire Law Society and United Law have joined forces to bring their members a 60 minute interactive session where Lara Squires of Consortium will cover the basics of LinkedIn, who uses it, why and what you and your business can get out it.**

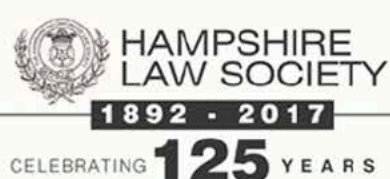
The session – which will also look at other social media tools, such as Facebook and Twitter – is suitable for those with little or no previous experience of using social media.

To book a place, please contact Nicola Jennings at [administration@hampshirelawsociety.co.uk](mailto:administration@hampshirelawsociety.co.uk). Tickets cost £20 for non-HiLS/United Law members and £10 for HiLS/United Law members.

Please arrive from 8.30am for registration and refreshments. The session will start at 9am.

The maximum capacity for this event is 50 people. In the event that it is oversubscribed, it may be necessary to limit numbers to 2 per member firm.

Free parking is available on site. However, we would encourage car sharing where possible.



**UNITED LAW**

**consortium**  
more than marketing

**Contact Hampshire Law Society:**  
Tel: 023 8044 7022  
E: [administration@hampshirelawsociety.co.uk](mailto:administration@hampshirelawsociety.co.uk)  
Website: [www.hampshirelawsociety.co.uk](http://www.hampshirelawsociety.co.uk)

**Contact United Law:**  
Tel: 01722 426998  
E: [emma.sainsbury@unitedlaw.co.uk](mailto:emma.sainsbury@unitedlaw.co.uk)  
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**"This short session gave me the knowledge to start using LinkedIn effectively!"**

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## About our speaker

Having worked in professional services for the past 10 years, Lara has a real insight into the challenges faced by the sector, and how to overcome these using a mix of sales and marketing tools.

Lara's areas of expertise include, marketing strategy, communication plans, business development, sales training and mentoring. Lara has an innate confidence which enables her to get in front of the right people and create new business opportunities.

Lara holds the Chartered Institute of Marketing's (CIM) Postgraduate Diploma and is a Chartered Marketer; she is an experienced sales professional who is inspired by helping companies achieve their business goals.

## Testimonials

*"This short session showed me that LinkedIn is a vital business tool, and gave me the knowledge to start using it effectively!"*

*"Lara spoke recently at one of our Brighton Chamber Creative Hub events. She was an absolute delight to work with. Lara asked to be fully briefed about the event beforehand and tailor-made her presentation and talk to the specific requirements of the attendees. She gave some fantastic advice, taking care to answer all questions thoroughly."*

*"Lara opened our eyes to the benefits of marketing, of promoting our firm and provided enthusiastic support for our varied projects. Her energetic, think-outside-the-box-approach is refreshing and very welcome in our particular industry. She helped us to realise that we really are more than just accountants!"*



The logo for United Law, with 'UNITED' in blue and 'LAW' in red.

The logo for Consortium, with 'consortium' in lowercase and 'more than marketing' in a smaller font below.

**Contact Hampshire Law Society:  
Tel: 023 8044 7022  
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