

Continuing Professional Development Certificate

Social Media: making waves

Date & Time

Wednesday 25 October 2017, 6.05pm - 7.40pm

Speaker

Bo-Erik Abrahamsson, Founder & CEO, Digital Fineprint

Peter Clarke, Founder & MD, InsurerCore

Honor Clement-Hayes, Head of Copy, Ingenie

Oreoluwa Ogunbiyi, President, Cambridge University African Caribbean Society

Mark Pinnes, Deputy MD, Flagship Communications

Robbie Williamson, Account Director, LinkedIn Talent Solutions

Two specialist panels of speakers gave a unique insight into the business and career implications of social media. Panels concluded with interactive Q&A sessions.

By attending this event, members will have gained an insight into:

- How social media can be used to raise your profile in the profession
- How to use social media to raise awareness, share ideas and bring people together
- How social media is innovating and changing business, and insurance specifically



CII CPD event accredited - demonstrates the quality of an event and that it meets CII member CPD scheme requirements.

This lecture or podcast can be included as part of your CPD requirement should you consider it relevant to your professional development needs. It is recommended that you keep any evidence of the CPD activity you have completed and upload copies to the recording tool as the CII may ask to see this if your record is selected for review.