

## Taking Control of Your Business Communications



PROS and cons of social media in the workplace will be just one of the topics being discussed at a communications seminar for business leaders in Southampton.

While there's no doubting the positives to be gained from building 'virtual' relationships through Twitter and Facebook – ensuring it benefits your business and policing this form of communication can be a challenge for bosses.

Together experts from the fields of marketing, media, legal and communications will show the best way to negotiate a path through the endless opportunities for contact that now present themselves to companies.

James Gibson, Director at HJS Essentia, said with many more ways available to speak to our customers and colleagues there were new challenges to overcome.

“We have many more routes to our customers and colleagues than ever before. All of these routes of communication are generally very helpful in disseminating information to improve our business and ultimately give a better customer experience.

“The sting in the tail comes from pointing out that with multiple exits, comes multiple entrances, which need policing. Border control needs to be taken more seriously. Monitoring the value of communication in terms of hard and soft costs is important to ensure your business has continuity, is efficient and secure, “ he said

The event has been organised in conjunction with leepeckgroup and Dutton Gregory LLP solicitors .

Editor of the Daily Echo, Ian Murray, will also be offering some sage advice for those wanting to negotiate the newsroom jungle.

The event takes place on Tuesday June 15 at Kutis Royal Thai Pier and after the presentations, guests will enjoy a Thai barbecue with drinks.

**For more details contact [hjs|essentia on 023 8038 6586](tel:02380386586)**

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