

>> Snapshot



Eve Conway

Multi-media journalist

NUJ

- Driving Traffic to your Website
- Mobile Video Kickstarter
- Run a Successful Social Media Campaign e-course.

What are the most important things that you've learned and how has it helped in your work?

I have learned how to do things on social media, which has really built on what I'm doing already. It's good to understand the importance of strong landing pages when you are driving traffic to a website. I have used much of what I have learned from FEU Training in my capacity

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As a result of the workshops I have attended, I definitely use social media more effectively and with greater impact. I think more about whom I am trying to reach and what will get me more re-tweets. I also now think differently about how to make websites more attractive to people. My next project is going to be creating a video using my phone.

What has encouraged you to attend FEU training sessions?

FEU Training provides a very friendly atmosphere and great networking opportunities. It is good to meet all the different people who attend – all of us trying to improve ourselves. Courses like these are not offered elsewhere, at least not free. You know you'll get good professional tutors and that it will be a day well spent. People should really take advantage while they can.

Do you know any other organisation that offers business skills courses for creative?

No.