



Kate Elliott is Managing Director of Active Marketing & Design Ltd, a full service marketing and design company founded in 2006 with business partner Claire McDermid. Using her background in PR and marketing, she is rapidly becoming recognised as a leading local specialist in social media strategy, delivering regular training courses and workshops outlining the basic principles of social media for small businesses and individuals.

Coming from a very practical perspective, Kate uses social media to promote her own business as well as delivering social media campaigns for a range of clients which keeps her up to date with current developments in this rapidly evolving sector. She has tweeted about riding safety and blogged about back health for example! In the past she has looked specifically at the benefits of using social media to promote tourism businesses and also focused on social media for career development. Active MD's social media clients include:

University of East Anglia  
Broadland District Council  
Breckland District Council  
Mobiliser spinal mattresses

During this interactive presentation, Kate will unravel the mystery behind some of the key social media sites including Twitter, Facebook and Linked In, sharing some practical tips and advice for business use of these rapidly advancing online platforms.

Follow Kate on social media via:  
Twitter - @activemdkate  
Facebook/Linked In - Kate Elliott  
Blog - <http://activemdstartupmarketing.blogspot.com/>