

#PublicSectorDMS

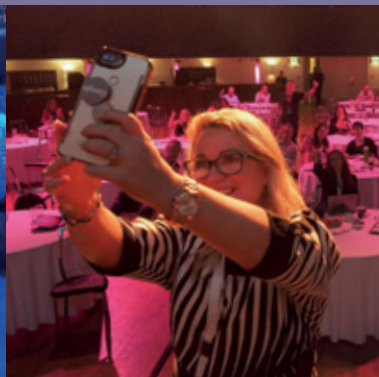


PUBLIC SECTOR  
Digital  
Marketing

SUMMIT

WEDNESDAY,  
JUNE 12<sup>TH</sup> 2019  
THE HELIX, DUBLIN

9.00AM - 5.30PM



Europe's #1 Digital Marketing Summit  
for Government & Public Sector

BOOK YOUR SPOT [publicsectormarketingpros.com/dublinsummit](http://publicsectormarketingpros.com/dublinsummit)

Public Sector Marketing Pros

@PublicSectorPro

PUBLIC SECTOR  
Marketing  
PROS.com



ATTENDANCE IS  
CPD CERTIFIED

# WHO SHOULD ATTEND

-  European Institutions
-  Health Services
-  Education Bodies
-  NGOs
-  Tourism Bodies
-  Government Departments
-  Emergency Responders
-  Non-Commercial State Agencies
-  Politicians & Political Advisors
-  Transport Agencies
-  Local Authorities
-  Political Staff
-  Policing Staff
-  Economic Development Agencies

# TOPICS & CASE STUDIES

-  Mastering organic reach on Facebook - Stories, Chatbots & Messenger
-  Shaping the News Agenda on Twitter
-  Behind the Scenes on Instagram - Storytelling Through the Eyes of People & Places
-  How to Manage a PR Crisis on Social Media
-  Truth Matters in the Era of Fake News - Why Your Website Needs Ranking, Relevancy and Rich Media
-  Digital Transformation for Traditional Press, Media & Marketing Departments
-  A Guide to Social Advertising - Tactics & Tips
-  Social Listening to Take the Temperature of the Public and Inform your Content Strategy
-  Perfecting the Professional You on LinkedIn
-  Mastering Mojo - The Phenomenon of Mobile Journalism for Content Marketing Success

SEE OUR WEBSITE FOR SPEAKERS AND THE FULL AGENDA

[publicsectormarketingpros.com/dublinsummit](https://publicsectormarketingpros.com/dublinsummit)

# 2018 SUMMIT SUCCESS



*The event was highly professional from the start. It went above and beyond my expectations. The thought process behind speakers and audience interaction was incredible. I've spoken at many events over the years, and I can say your event and execution was above the rest.*



**130**

**public sector  
marketing pros**



**2,876**

**tweets about  
the event**



**41**

**public sector  
organisations**



*Thank you to Joanne and her fabulous team for organising such an amazing day which was extremely beneficial and informative for my industry.*



**8hrs**

**of content  
and networking**



**97%**

**satisfaction  
rating**



**1**

**trending hashtag  
#PublicSectorDMS**



*All of the speakers brought something different and interesting. I really enjoyed the case studies, which were practical and provided ready to use tips and learnings.*





HOST & ORGANISER

# JOANNE SWEENEY

Founder of Digital Training Institute ([digitaltraining.ie](http://digitaltraining.ie))  
and Public Sector Marketing Pros ([publicsectormarketingpros.com](http://publicsectormarketingpros.com)).

*"The Public Sector Digital Marketing Summit will blend digital and social trends with the needs of marketing and communications professionals working for Government agencies, in political parties and in policing."*



GET YOUR FREE COPY!

## Mastering Social Media in Government & Public Sector

Success stories told through case studies from our 2018 Summit.

[publicsectormarketingpros.com/mastering-social-media](http://publicsectormarketingpros.com/mastering-social-media)

### STANDARD TICKET

€325 + VAT



SUPER EARLY BIRD\*

SAVE €75  
€250 + VAT



EARLY BIRD\*

SAVE €50  
€275 + VAT

\*Please check our website for Super Early Bird and Early Bird ticket price cut-off dates as they are subject to change

### TWO TICKET SAVER

 ADMITS 2 PEOPLE

€500 + VAT

REGISTER NOW [publicsectormarketingpros.com/dublinsummit](http://publicsectormarketingpros.com/dublinsummit)

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