

How to Spread the Word: Writers' day on marketing, social media and e-publishing

Saturday 7th July 2012
Tower Mill, Heart of Hawick, Hawick
2pm - 5pm

2.00 **Arrival, sign in and refreshments**

2.15 – 2.25 **Introductions – Margaret Skea, Chair**

2.25 – 2.55 **Sara Sheridan**

Branding and marketing for writers, networking and marketing tools

2.55 – 3.15 **Sara Sheridan and Nicola Morgan – in conversation.**

Including what works for us, and why we also publish our own books.

3.15 – 3.45 **Nicola Morgan – How/why blogging, Twitter and Facebook can work.**

3.45 – 4.15 **Break – refreshments and tray bakes**

4.15 – 5.00 **Question and answer session**

Please note – the conversation between Nicola Morgan and Sara Sheridan will be filmed

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