

Social media trends in Egypt to be discussed

The Technology Innovation and Entrepreneurship Center (TIEC), on Thursday, 18 October 2012, will host a session about social media marketing and trends in Egypt.

"Social media marketing is no more a luxury for companies aiming at staying competitive in today's marketing environment where social media driven the most obvious change in our country recently" said Ahmad Nagy, managing director of eMarketing Egypt.

The programme

After welcome and opening remarks, the concept of mining social media will be explained, followed by a detailed session on the *Facebook in Egypt* report, published by eMarketing Egypt. The aim is to provide marketers with a view of Facebook in Egypt. In addition to this, other topics to be discussed include marketing and security.

The uprising challenges in both social media and mobile areas will also be discussed in detail in the final session.

For more, go to [eMarketing Egypt](http://www.emarketingegypt.com).

For more, visit: <https://www.bizcommunity.com>