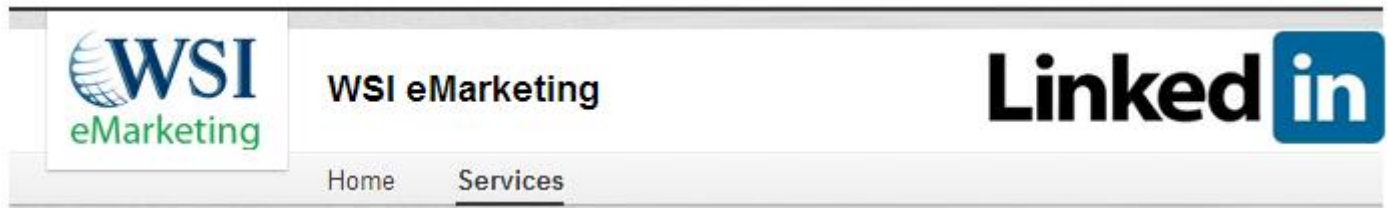


This document is drawn from the LinkedIn Company "Services Pages" which took over 2 years to build in terms of Online Reputation before LinkedIn decided (in their wisdom) to kill company service pages in April 2014.



This summary is followed by each Service Category with its individual feedback & client recommendations:



#### **Social Media Strategy: : Including Workshops (Open & In-house) & Executive Coaching**

In today's world, full of new media and digital communications technologies, companies of all sizes and industries have a huge opportunity to expand the reach of their message using social media. But where do you start, and how can you effectively increase customer number or sales using it? Often...

55 recommendations



6 Services

183 Recommendations



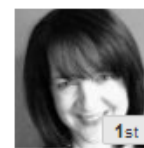
#### **Social Selling Coaching, B2B LinkedIn & Google+ Support: Inc. Workshops & Webinars (Open & In-house)**

Experts in Social Selling, Coaching and supporting Executives, teams and larger groups to get the best out of LinkedIn (dependant upon need we can also incorporate other relevant social media - for example, effective blogging often goes 'hand in hand' with the use of LinkedIn for Business. Our...

52 recommendations



#### **Recommended By Your Network**



**Kelley O'Neill Kohr, JD**  
Owner at WSI eMarketer  
Recommends Social Selling Coaching, B2B LinkedIn & Google+ Support: Inc. Workshops & Webinars (Open & In-house) »



#### **Speaker / Facilitator - Social Media, Mobile, Online Reputation, Marketing & Advertising Conferences**

WSI lives and breathes Social Technology, Social Media & Mobile Marketing. They have speakers all over the world and Rob Thomas is probably one of the best known WSI speakers here in the UK. He will show you how to use them to improve many areas of your bottom line, not just Marketing! He'll show...

47 recommendations



**Lisa Kettman-Kervinen**  
Director of EMEA Collaborations at Worldwide Partners, Inc.  
Recommends Speaker / Facilitator - Social Media, Mobile, Online Reputation, Marketing & Advertising Conferences »



#### **Conferences & Business Networking Events - e.g. Mix Sales & Marketing Conferences, RBN etc.**

We sponsor, support and organise a variety of Conferences & Business Networking events across the West with a view to promoting sharing best practice and encouraging success through business excellence.

17 recommendations



**Sian Thomas** Director at Rosian Enterprise Ltd  
Recommends Conferences & Business Networking Events - e.g. Mix Sales & Marketing Conferences, RBN etc. »



#### **Online Reputation Management (ORM)**

Today, opinions are easily shared through the proliferation of networking sites, forums, blog sites, chatrooms and other social media sites such as Facebook, Twitter, YouTube, etc. These social media platforms are also being used by business organizations to connect with their clients and attract...

6 recommendations



**Simon Jones** CEO/Manging Director at PRV Engineering Ltd  
Recommends Conferences & Business Networking Events - e.g. Mix Sales & Marketing Conferences, RBN etc. »



#### **Mobile Marketing Strategy: : Including Workshops (Open & In-house) & Executive Coaching**

It is forecast that soon more than 50% of all internet traffic will be conducted via Mobile devices and yet less than 5% of all websites are optimised to be viewed via mobile devices. But it's not just about websites, searchers using mobile 3G devices are often looking for quite different...

6 recommendations



**Rebekah Giaraffa (Ager)**  
Treasurer Board of Directors at Bailey Trails! Alliance  
Recommends Speaker / Facilitator - Social Media, Mobile, Online Reputation, Marketing & Advertising Conferences »



**Brian Bingham** CEO at Odyssey Foundation  
Recommends Conferences & Business Networking Events - e.g. Mix Sales & Marketing Conferences, RBN etc. »

# Social Media Strategy: Including Workshops (Open & In-house) & Executive Coaching



55 people recommend this



## Service Overview

In today's world, full of new media and digital communications technologies, companies of all sizes and industries have a huge opportunity to expand the reach of their message using social media.

But where do you start, and how can you effectively increase customer number or sales using it?

Often Business Owners, CEO's, MDs and Marketing Directors start off by either attending one of our 4 hour "**Social Media Strategy Workshops**", or if there is a larger management team, we can arrange to deliver anything from a 4 hour 'in-house' version or a two day session. (The two day session starts with a high level introduction, leads through a 12 step strategic planning session for all your online marketing [web properties incl your website, social media, email & search engine marketing] as well as integrating effectively with your off-line strategy, finishing off with the process for the production of a detailed implementation plan).

The 4 hour 'Open Workshop' will focus on:

- Where to start - avoiding pitfalls of others
- Get the best results in your industry/sector
- Looking at the top 5 UK Social Media
- What is it, and why great companies use it?
- 7 Secrets of Social Media success
- How to leverage them for your company
- Some useful Hints, Tips and Resources for each
- How this fits with Mobile & Location based marketing

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## All Recommendations



**Steve Evans**, Finance Director at Talk Training Ltd  
Cardiff, United Kingdom

Great informative workshop into the options and potential benefits to our business from the utilisation of social media and reputation management. The workshop demonstrated the potential benefits to our business from the proper and professional implementation of LinkedIn and the importance of managing online reputation. Rob's detailed knowledge of the subject area is impressive and we would have no hesitation in calling on Rob for his future support and in recommending WSI to other organisations. Top Qualities: Personable, Expert, On Time

May 14, 2013 • [Comment](#) • [Flag](#) • [Delete](#)



**Dan Smith**, Managing Director at Inspired Telemarketing Ltd  
Birmingham, United Kingdom

I attended a LinkedIn workshop that Rob ran in Worcestershire earlier this week. Having implemented some of the ideas covered in the course into my LinkedIn profile, within the space of 2 days I've had 2 new business enquiries. Money well spent it would seem! Top Qualities: Expert, Good Value, Creative

March 2, 2012 • [Comment](#) • [Flag](#) • [Delete](#)



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**Paul Temperton**, Renault Parts Direct Website Manager at Fish Brothers  
Swindon, United Kingdom

I have just had the pleasure to attend a social media workshop presented by Rob. It has certainly shown me lots of new ways to improve the way we use social media and introduced me to more forms of social media that will help our website grow. I would strongly recommend anyone to attend this workshop. The amount of info I have gained is fantastic and all within a 4 hour period! I look forward to future contact with Rob, a true expert.

March 1, 2012 • [Comment](#) • [Flag](#) • [Delete](#)

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**Mark Tomlinson**, Appointed Representative at Western Provident Association  
United Kingdom

As an Appointed Representative for WPA (not-for-profit provider of Private Health Care) I need to maximise my opportunities to reach individuals and SMEs, as it's only then that they get the opportunity to see the quality/affordability of our policies. Rob's Social Media Strategy Workshop opened up my awareness of the greater possibilities that SM now provides - and began to unlock my use of these channels. I would definitely recommend the workshop and Rob personally.

January 5, 2011 • [Comment](#) • [Flag](#) • [Delete](#)

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**Peter Maynard**, Solicitor at Barnes Richards Rutter with Keith Evans  
Newport, United Kingdom

I found this workshop very helpful in opening my eyes to the possibilities available with social networking marketing. It was practical and focused and Rob is a very good speaker. He clearly knows his subject area and was happy to impart the benefit of his experience. I would recommend it to anyone thinking about going down this route, before they dip their toe in the water.

November 30, 2010 • [Comment](#) • [Flag](#) • [Delete](#)

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**Sarah Jones**, Cardiff and Vale Young Enterprise Board Member at Young Enterprise Wales  
Newport, United Kingdom

Having recently attended one of Rob's 2 day workshops I can confidently say that he is a true specialist in Social Media. His knowledge and insights were inspirational and I'm extremely excited to put all his advice into practice. He is an excellent trainer and I will no doubt be seeking his professional services going forward.

June 7, 2011 • [Comment](#) • [Flag](#) • [Delete](#)

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**David Madge**, Marketing, Press and Public Affairs Officer (prev Marketing Officer, Succession & Consortia Project) at Wales Co-operative Centre  
Swansea, United Kingdom

I attended a Social Media workshop in Swansea University that Rob was presenting. Overall the event was excellent - very well presented with a host of great ideas. Rob's knowledge and understanding of the key social media channels is exemplary. His presentation style was informal but extremely informative. As a result of this I am reassessing my use of Facebook and Linked In and hope to start blogging properly very soon - watch this space! Top Qualities: Great Results, Expert & Creative

November 3, 2011 • [Comment](#) • [Flag](#) • [Delete](#)

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1st

**Sally Say**, Events Manager at Recognising Excellence Ltd  
Gloucester, United Kingdom

I would highly recommend this workshop to anyone. Social Media can seem daunting and Rob helped to make it a lot clearer and not so scary. The session was good fun, well run and covered a lot in the time. Whether we like it or not social media is now an important marketing tool and one that business can't ignore and this session was a great introduction. The information provided after the session is brilliant and I'll definitely be using it to help with my business plans.

August 24, 2011 • [Comment](#) • [Flag](#) • [Delete](#)



1st

**Leanne Jeffreys**, UK Operations Coordinator at Meri Meri  
Gloucester, United Kingdom

I thoroughly enjoyed Rob's Social Media Strategy workshop- he managed to condense a lot of information into a short session in a coherent but also light-hearted approach. I learnt some key facts about social media sites that our project is already using, which will hopefully help improve our use of them. Blogging, which I have never considered doing for the project, is definitely something myself and the rest of the team will now consider thanks to Rob. If you want to learn about social media at the basic level or even if you have established sites, you should definitely work with Rob. His approachable, but at the same time professional, manner is perfect to work with and I hope to continue with his support. Top Qualities: Personable, Expert, Good Value

March 26, 2012 • [Comment](#) • [Flag](#) • [Delete](#)



1st

**Sue Ellis**, Managing Director at Envesca Ltd - CIEH Award Winning Health and Safety & Food Safety Training Centre  
Gloucester, United Kingdom

recently attended a Social Media Workshop with Rob and I have to say that I thoroughly enjoyed the session. Rob's knowledge and expertise in this area is impressive and although I do have some previous knowledge of social media I did manage to pick up numerous tips and advice. I would definitely recommend Rob's Workshop to anyone wanting to understand how social media can help them reach their business goals and I will certainly be back for more! Top Qualities: Personable, Expert, Creative

February 16, 2012 • [Comment](#) • [Flag](#) • [Delete](#)



1st

**Darren Stevens**, Freelance Marketing Consultant at Prestbury Marketing & Consulting Ltd  
Gloucester, United Kingdom

This workshop is an excellent introduction to some of the key aspects of social media. It is jam packed (it is now 4 hours long) with useful tips and insight. It is ideal for anybody who is curious about what social media might do for their business or who has already decided to launch into this area.

February 23, 2011 • [Comment](#) • [Flag](#) • [Delete](#)



1st

**Kit Hughes**, CRM Consultant at Salesknowledge  
Cardiff, United Kingdom

Yesterday I attended a Social Media 'Deep Dive' Workshop with Rob. He has a very engaging presentation style and delivered a great session with clarity. The morning was broken into segments where he discussed the uses and merits of each of the main tools, blogging, LinkedIn etc. and ended each with some practical advice on how to get started and possible further steps. I now feel far more able to develop a strategy to use in my business. All in all a very enjoyable and informative event. I look forward to the Mobile event on the 29th March and would definitely recommend Rob's workshops to other business owners

March 19, 2012 • [Comment](#) • [Flag](#) • [Delete](#)



**Sarah Jones**, Cardiff and Vale Young Enterprise Board Member at Young Enterprise Wales

Newport, United Kingdom

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June 7, 2011 • [Comment](#) • [Flag](#) • [Delete](#)



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March 1, 2012 • [Comment](#) • [Flag](#) • [Delete](#)



**Aaron Wood**, Director at C J Wedding Fayres & Events Ltd.

Cardiff, United Kingdom

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January 29, 2011 • [Comment](#) • [Flag](#) • [Delete](#)



**Andrew Bellingham**, Owner at Abel Marketing and Design

Gloucester, United Kingdom

Rob is a DME.....Digital Marketing Expert he will make a Difference to your business, he will Motivate you and Enlighten you ! Simple.

October 18, 2011 • [Comment](#) • [Flag](#) • [Delete](#)



**Kate Thomas**, Marketing Coordinator at Codel Software Ltd

Swansea, United Kingdom

I was quite dubious about attending a Social Media workshop, but Rob made it very worth while. I have learnt new social media tools that I probably wouldn't have known about unless I attended the course. I was very impressed with the workshop and the support available moving forward and I would highly recommend Rob and WSI. Thank you! Top Qualities: Personable, Expert, On Time

March 15, 2012 • [Comment](#) • [Flag](#) • [Delete](#)



**Kate Andréo**, Global Education Coordinator: Resources and Partnerships at Caritas Australia

Melbourne Area, Australia

Interesting, detailed and engaging presenter with a clearly deep level of knowledge in his field. Able to interact with audience and answer any questions thrown in from the floor. Will definitely be using him again. Top Qualities: Expert, High Integrity, Creative

November 28, 2011 • [Comment](#) • [Flag](#) • [Delete](#)



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**Peter Maynard**, Solicitor at Barnes Richards Rutter with Keith Evans  
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November 30, 2010 • [Comment](#) • [Flag](#) • [Delete](#)

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**Tom Stanhope**, Director at Flying Machine Media  
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April 26, 2011 • [Comment](#) • [Flag](#) • [Delete](#)

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**Kingsley Ugwu**, Business Consultant at Ricardo-AEA  
Oxford, United Kingdom

I attended Robs Social Media seminar and found it very informative and easy to understand/follow. Rob always took the time to answer all our questions clearly and concisely and presented his material in a light and witty manner. Although I am from a Digital background, Social Media for businesses is a new concept for me, however following Robs seminar I feel more informed in regards to what social media can offer to businesses. I would definitely recommend Rob for any business/persons that would like to implement mobile/social media marketing into their business, or perhaps explore how to improve their current social media/marketing strategy. Top Qualities: Personable, Expert, High Integrity

June 29, 2012 • [Comment](#) • [Flag](#) • [Delete](#)

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March 2, 2012 • [Comment](#) • [Flag](#) • [Delete](#)

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March 19, 2012 • [Comment](#) • [Flag](#) • [Delete](#)

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October 18, 2011 • [Comment](#) • [Flag](#) • [Delete](#)



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February 16, 2012 • [Comment](#) • [Flag](#) • [Delete](#)



**CAROL HEARN**, CUSTOMER SERVICES MANAGER at Deceuninck  
Swindon, United Kingdom

Rob is so knowledgeable and detailed in every area of his expertise. It was easy to capture his enthusiasm and work it into our own business requirements. I really enjoyed the creativity that can be tailor-made to each individual and ideas which he has in abundance. I have already arranged with Rob for further training and would strongly recommend him Top Qualities: Personable, Expert, Creative

February 20, 2013 • [Comment](#) • [Flag](#) • [Delete](#)



**Lynne Collinson**, M Litt student at University of the Highlands and Islands  
Swansea, United Kingdom

The Social Media workshop I attended, delivered by Rob Thomas was excellent. There was so much useful information and links to sources of further information packed in - that it was 100% worthwhile for me. Lots of gold nuggets to take away! The workshop was well delivered and clearly communicated. Having just started to use social media more for marketing for one of my clients it confirmed that I was doing the right thing and made me determined to pursue this approach as a priority. Also I was impressed that we were able to have slides forwarded immediately from the presentation and that we were allowed access to a hefty PDF manual on social media marketing. I felt the course was thorough and gave everyone enough of an overview to decide for themselves if they wanted to pursue this type of marketing. I have now enrolled on a more in depth follow up course and am looking forward to it. Top Qualities: Personable, Expert, Creative

November 11, 2011 • [Comment](#) • [Flag](#) • [Delete](#)



**Paul Herbert**, Director at Edge Media  
Gloucester, United Kingdom

Rob led an excellent workshop on social media. I found his presentation nicely pitched to a rather mixed audience. It was replete with useful information and, in an area where it's hard to know what's essential and what's merely a nice-to-have, it was also well leavened with common sense! More specifically, I'm working on a plan for a product-based e-commerce site and I found Rob's information about Facebook B2C advertising particularly useful.



**Peter Maynard**, Solicitor at Barnes Richards Rutter with Keith Evans  
Newport, United Kingdom

I found this workshop very helpful in opening my eyes to the possibilities available with social networking marketing. It was practical and focused and Rob is a very good speaker. He clearly knows his subject area and was happy to impart the benefit of his experience. I would recommend it to anyone thinking about going down this route, before they dip their toe in the water

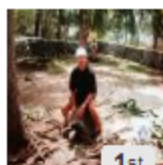
November 30, 2010 • [Comment](#) • [Flag](#) • [Delete](#)



**Fiona Rickson**, Owner at Cwmshon Cottages  
Swansea, United Kingdom

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November 4, 2011 • [Comment](#) • [Flag](#) • [Delete](#)



**Mark Howley**, Regional Manager U.K at Bearmach  
Newport, United Kingdom

Having recently attended a Social Media strategy workshop run by Rob I recommend anybody considering using this media as a marketing tool to attend. Robs insight and depth of knowledge in this field is second to none. The workshop is highly informative, economical and fun. I learnt ways to communicate our business to a wider audience than I previously thought viable or possible. W.S.I are a professional and supportive company to deal with, and Robs presentation and delivery ensures repeat business in the future

December 1, 2010 • [Comment](#) • [Flag](#) • [Delete](#)



**Alex Goldsmith**, Commercial Director at Medigold Health Consultancy Ltd  
Northampton, United Kingdom

Rob provided my team with excellent advice and insight into the world of social media marketing. We now have a much better understanding of how to use these tools to enhance our business in a number of ways, a few of which were new to us. Thoroughly helpful and impressive. Top Qualities: Personable, Expert, On Time

October 11, 2012 • [Comment](#) • [Flag](#) • [Delete](#)



**Karen Trewick**, Director of Communications at GDC GROUP Ltd  
Southampton, United Kingdom

I attended a presentation by Rob on social media which was excellent. He really knew his subject, I learnt a lot and will definitely implement some of the items he recommended

June 28, 2012 • [Comment](#) • [Flag](#) • [Delete](#)

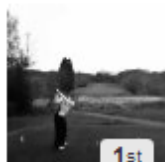


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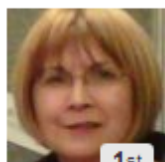




**Matt Davies**, Technical Support Manager at Dezrez  
Swansea, United Kingdom

I attended a Social Media In Depth workshop at the Dragon Hotel in Swansea. The workshop was very comprehensive and has given me some great ideas on how to push forward Social Media for the company I work for Dezrez to a new level, which will allow us to stand out from our competitors. We spent 4 hours with Rob Thomas, who was very knowledgeable and provided some good advice from his own experiences of how to endorse Social Media. I would highly recommend Rob and WSI.

March 15, 2012 • [Comment](#) • [Flag](#) • [Delete](#)



**Judith Johnson**, Emmett Practitioner, Emm-Tech Tutor and Bowen Practitioner at Every Body's Better  
Swansea, United Kingdom

The workshop that Rob presented for SAW was very much to the point & delivered with enthusiasm & professionalism. Will certainly be looking at my Social Media interaction and plan another more in-depth workshop with Rob. Will be recommending my friends and colleagues to attend Rob's workshops to get the best out of Social Media for Business Great time management for the workshop. Looking forward to attending more workshops with Rob and WSI. Top Qualities: Personable, Expert & Good Value

November 3, 2011 • [Comment](#) • [Flag](#) • [Delete](#)



**Aaron Wood**, Director at C J Wedding Fayres & Events Ltd.  
Cardiff, United Kingdom

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January 29, 2011 • [Comment](#) • [Flag](#) • [Delete](#)



**Rich Chitty**, Graphic Designer at Ctrl Alt Design  
Cardiff, United Kingdom

I found Rob's social media workshop both highly valuable and informative. He was very personable and approachable on issues that arose within the workshops, and was happy to suggest solutions to the problems we faced with confidence. Rob has definitely made me more aware of the affects of social networking and what I can do to make the most out of the benefits. I would definitely recommend Rob for Social Media and eMarketing workshops.

June 17, 2011 • [Comment](#) • [Flag](#) • [Delete](#)



**Peter Maynard**, Solicitor at Barnes Richards Rutter with Keith Evans  
Newport, United Kingdom

I found this workshop very helpful in opening my eyes to the possibilities available with social networking marketing. It was practical and focused and Rob is a very good speaker. He clearly knows his subject area and was happy to impart the benefit of his experience. I would recommend it to anyone thinking about going down this route, before they dip their toe in the water



**Wendy Kirkman**, Director at Giakonda IT Ltd  
Swansea, United Kingdom

Rob delivered an entertaining and informative workshop on Social Media Strategies, showing high awareness of the subject and the needs of his audience. It exceeded my expectations and inspired me to focus my efforts in this area. I am now looking forward to attending a more in-depth session to enhance my skills. Top Qualities: Expert, Good Value, Creative



**Alex Goldsmith**, Commercial Director at Medigold Health Consultancy Ltd  
Northampton, United Kingdom

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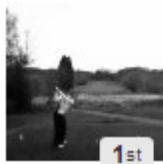
October 11, 2012 • [Comment](#) • [Flag](#) • [Delete](#)



**David Madge**, Marketing, Press and Public Affairs Officer (prev Marketing Officer, Succession & Consortia Project) at Wales Co-operative Centre  
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November 3, 2011 • [Comment](#) • [Flag](#) • [Delete](#)



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March 15, 2012 • [Comment](#) • [Flag](#) • [Delete](#)



**James Waddell**, Managing Partner at JB & SL Waddell Consultants  
Swansea, United Kingdom

Rob was an interactive, clear, amiable, knowledgeable and experienced presenter on the subject of Social Media and how it applied to SMEs and Micro businesses.

November 3, 2011 • [Comment](#) • [Flag](#) • [Delete](#)



**Leanne Jeffreys**, UK Operations Coordinator at Meri Meri  
Gloucester, United Kingdom

I thoroughly enjoyed Rob's Social Media Strategy workshop- he managed to condense a lot of information into a short session in a coherent but also light-hearted approach. I learnt some key facts about social media sites that our project is already using, which will hopefully help improve our use of them. Blogging, which I have never considered doing for the project, is definitely something myself and the rest of the team will now consider thanks to Rob. If you want to learn about social media at the basic level or even if you have established sites, you should definitely work with Rob. His approachable, but at the same time professional, manner is perfect to work with and I hope to continue with his support. Top Qualities: Personable, Expert, Good Value

March 26, 2012 • [Comment](#) • [Flag](#) • [Delete](#)



**Steve Lobley**, Business Coach & Mentor at Spring Business Management  
Bristol, United Kingdom

Good down to earth and professionally run, the workshop that Rob crafted for us did exactly what we needed.

January 3, 2012 • [Comment](#) • [Flag](#) • [Delete](#)



**Fiona Rickson**, Owner at Cwmshon Cottages  
Swansea, United Kingdom

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April 26, 2011 • [Comment](#) • [Flag](#) • [Delete](#)



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Newport, United Kingdom

I found this workshop very helpful in opening my eyes to the possibilities available with social networking marketing. It was practical and focused and Rob is a very good speaker. He clearly knows his subject area and was happy to impart the benefit of his experience. I would recommend it to anyone thinking about going down this route, before they dip their toe in the water

November 30, 2010 • [Comment](#) • [Flag](#) • [Delete](#)



**Mateusz Wisla**, Managing Director at WSI "We Simplify the Internet"  
Warsaw, Masovian District, Poland

November 28, 2012 • [Flag](#) • [Delete](#)



**Annie Vickers**, Administrator, fundraiser, website developer and keeper of accounts (yikes!) for a small charity at The Harbour Project  
Swindon, United Kingdom

January 2, 2013 • [Flag](#) • [Delete](#)



**Jan Bowen-Nielsen**, Consultant at JBBI Ltd  
Gloucester, United Kingdom

January 3, 2012 • [Flag](#) • [Delete](#)



**Julia Falcon**, Head of Communications & Marketing at Forward Swindon  
Swindon, United Kingdom

Enjoyed the course. Very pleased that the content was very practical indeed, and the way that you had structured it meant that I can progress many of the ideas in-house. Thanks and keep up the good work!

March 7, 2012 • [Comment](#) • [Flag](#) • [Delete](#)



# Social Selling Coaching, B2B LinkedIn & Google+ Support: Inc. Workshops & Webinars (Open & In-house)



52 people recommend this



## Service Overview

Experts in Social Selling, Coaching and supporting Executives, teams and larger groups to get the best out of LinkedIn (dependant upon need we can also incorporate other relevant social media - for example, effective blogging often goes 'hand in hand' with the use of LinkedIn for Business).

Our services range from 6 month Exec, Sales Management and Sales Team Coaching programmes, through to full & half-day workshops and 1-2 hour seminars and feature a speaker who is an expert in his field, supported by the WSI Global team bringing knowledge and the latest thinking to local businesses. Together Rob & WSI provide attendees with the basis of knowledge and understanding to take steps to gain real competitive advantage.

All organisations, no matter what sector, are exposed to real risks if they fail to manage their reputation but equally can gain significant business rewards if you get it right.

LinkedIn is 'THE' business to business social technology (although business to consumer companies can also use it very effectively both for recruitment and supplier management) and Blogging is for many business the hub for their marketing success, because online "Content is King".

Read the review of past attendees to see the value they have gained from previous sessions to see whether this is right for you. If you choose the half day workshop it will focus on practical advice and support, including full copies of the support presentation and our 70+ Social Media Strategy Guide covering;

- Social Selling - 20 week programme
- Get the best results in your industry/sector
- 1 day "Executive Workshops" - Strategic
- What is it, and why great companies use it?

- Implementation Planning
- How to leverage for your company
- A prioritised Action Plan

## All Recommendations



**Stuart Barnes**, Owner at S B Consulting Ltd  
Gloucester, United Kingdom

I have attended one of WSI's business development courses and I found it clear precise and very informative. So I invited Rob to speak at a business meeting I run for approximately 100 companies the result is nothing but spectacular. The positive feedback is impressive (the best we have had) and the ideas Rob put across are being implemented by those that heard him. My e-mail system is testament to that. Rob's style connects with a diverse audience. I would not hesitate to recommend Rob.

April 30, 2012 • [Comment](#) • [Flag](#) • [Delete](#)



**Penny Banyard**, Owner at First Choice Conference & Events  
Gloucester, United Kingdom

I did find the workshop insightful and learnt lots of new things and I will definitely implement some new procedures. I would you recommend Rob to other business owners or senior people. Top Qualities: Personable, Expert, Good Value

January 31, 2013 • [Comment](#) • [Flag](#) • [Delete](#)



**Mike Ashcroft Financial Planner**, Owner at MCA Financial Planning  
Coventry, United Kingdom

Rob takes what should be a complex spiders web of media detail and knits it together to make it informative, entertaining, and effective. Since attending Rob's workshop, I have transformed how I interface with clients and prospects. I highly recommend Rob. Top qualities: Personable, Expert, Creative

April 11, 2012 • [Comment](#) • [Flag](#) • [Delete](#)



**Sharn Franghiadi**, Entrepreneur, Business Owner, and Partner - Sales & Marketing at JSF Driving School  
Gloucester, United Kingdom

Caught Rob giving a talk on the subject of LinkedIn which was informative, knowledgeable and grabbed my attention. So much so, I have signed up to do a more in depth LinkedIn session, as I am sure Rob will make developing my LinkedIn presence a far more pleasurable and fruitful experience than my half hearted attempts so far! Looking forward to learning more. Top Qualities: Personable, Expert, Good Value

May 14, 2012 • [Comment](#) • [Flag](#) • [Delete](#)



**Steve Monasch**, Chief Internet Marketing Consultant at WSI Web Marketing Edge  
Greater New York City Area

I recently had the pleasure of attending Rob's workshop on Building Your Credibility with LinkedIn. Rob's expert, in-depth knowledge of LinkedIn and his creative uses of the service not only provided me with many tools and techniques that I will follow as a business owner, but also supplied me with the knowledge necessary to train my clients in using LinkedIn. Of particular interest was his use of plug-ins to feed fresh content into my profile. Many thanks to Rob for his expertise and insights.

September 25, 2011 • [Comment](#) • [Flag](#) • [Delete](#)



**Jan Bowen-Nielsen**, Consultant at JBBI Ltd  
Gloucester, United Kingdom

Rob conducted a customised social media workshop with my team looking in particular at how we together can use LinkedIn to enhance Quiver Management's brand and presence. It was a really informative and inspiring workshop and we all left with a great number of ideas on how we get more out of LinkedIn. I can highly recommend Rob and his team at WSI-eMarketing.

December 29, 2011 • [Comment](#) • [Flag](#) • [Delete](#)



**Donna Sauve - Digital Marketing Consultant**, Brampton Board of Trade (BBOT)  
Ambassador Volunteer at Brampton Board of Trade  
Toronto, Canada Area

"I attended a very informative LinkedIn presentation given by Rob. I learned some great tips to implement as part of my LinkedIn marketing strategy. He provided great insight into how LinkedIn can be a very powerful lead generation tool. Rob possesses a strong knowledge base and vast amount of experience with the diverse tools of LinkedIn and how to use it to leverage your business. My biggest take away was the importance of taking a few mins each day to participate in the different discussion groups. I would highly recommend other business owners like myself to participate in a LinkedIn Workshop."

September 25, 2011 • [Comment](#) • [Flag](#) • [Delete](#)



**Joyce Feustel**, President - Northwest Leads Group at Colorado Women's Chamber of Commerce  
Greater Denver Area

Rob was an excellent presenter at the WSI webinar "11 Tips to Building Your Personal Brand Using Social Media." He was very thorough, yet not rushed, in covering a number of key tips to help people use both LinkedIn and Google+ more effectively. I especially liked that he started and ended on time, plus I was impressed with how adeptly he answered the questions posed to him. I highly recommend any webinar where Rob is the presenter.

August 30, 2013 • [Comment](#) • [Flag](#) • [Delete](#)



**Lucy Jenkins**, Head of Marketing (UK & USA) at X2 Computing  
Worcester, United Kingdom

I attended a LinkedIn workshop with Rob a few weeks ago which proved very useful. I went with the objective to find out more about LinkedIn as a business tool and was not disappointed. Rob took us through all the different aspects of LinkedIn and how we could use it for business benefit. The session gave me lots of different ideas and practical tips which I can now put into practice. Following on from this workshop I'm now going to attend one of Rob's Social Media sessions. Top Qualities: Personable, Expert, Good Value

May 17, 2012 • [Comment](#) • [Flag](#) • [Delete](#)



**David Brassington**, Partner at CMC Partners  
Cambridge, United Kingdom

Rob Thomas - LinkedIn workshop. The information that Rob provided had been tailored to meet our specific requirements, and offered practical, constructive guidance and advice. Unlike much of the teaching in Social Media that I had encountered before, Rob's suggestions were strongly focused on activities that could deliver tangible support to the achievement of business objectives. I shall certainly be adopting some of the techniques that he demonstrated during the workshop.

November 12, 2013 • [Comment](#) • [Flag](#) • [Delete](#)



**Ian Davies**, Talent Manager for Offsite and MMC at ARV Solutions  
Bristol, United Kingdom

Rob is currently working closely with the NSBRC on a number of initiatives, and I have benefitted personally from a couple of training sessions he has run here. His insightful and extremely credible social media training sessions have refreshed my understanding of different social media as business tools, and opened my eyes to a lot of the functionality, which has had an immediate and positive impact both personally and professionally. His service offering and delivery in his role with WSI-eMarketing is highly recommended to anyone looking to use social media for business to realise its maximum potential.

July 12, 2012 • [Flag](#) • [Delete](#)

Ian, It was a pleasure delivering a dedicated LinkedIn "Deep Dive" session to you and the team from the NSBRC and the Burdens Group. Can't wait to see the Social Media and LinkedIn strategy put into implementation over the coming weeks & months.



**Rob Thomas**, FlinstSMM, Chief Marketing Officer @ Mix Conferences | Social Selling Expert | Keynote Speaker at Mix Conferences  
Gloucester, United Kingdom

July 12, 2012 • [Edit](#) • [Delete](#)





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**Rupert Beazley**, Senior Consultant at AiQ Consulting Ltd  
Oxford, United Kingdom

Rob's workshop on Social Media was comprehensive and useful. He communicates cheerfully and clearly and provided useful insights and strategies. I attended one of Rob's LinkedIn workshops today which I found extremely useful. I thought that I was fairly 'au fait' with LinkedIn but Rob showed me some new aspects of the tool which I have not previously been aware of. I shall be recommending the workshop to my clients who are keen to understand the social media environment and maximize its benefits.

November 1, 2013 • [Comment](#) • [Flag](#) • [Delete](#)

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**Anthony Cripps**, Director at Optima Financial Recruitment  
anthony@optimarecruit.co.uk  
Oxford, United Kingdom

Rob is an experienced social media trainer who is able to tailor his teaching to your own specific business and objectives. I felt inspired to take action following his 3 hour social media seminar. Top Qualities: Expert, Good Value, High Integrity

July 4, 2012 • [Comment](#) • [Flag](#) • [Delete](#)

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**Jan Bowen-Nielsen**, Consultant at JBBI Ltd  
Gloucester, United Kingdom

Rob conducted a customised social media workshop with my team looking in particular at how we together can use LinkedIn to enhance Quiver Management's brand and presence. It was a really informative and inspiring workshop and we all left with a great number of ideas on how we get more out of LinkedIn. I can highly recommend Rob and his team at WSI-eMarketing.

December 29, 2011 • [Comment](#) • [Flag](#) • [Delete](#)

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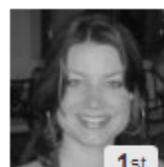


**François-Xavier MAGNIN**, Webmarketer - Spécialiste Marketing de contenu & LinkedIn at WSI France  
Lyon Area, France

I just attended a LinkedIn workshop organized by Rob. Not limited to a deep demonstration of LinkedIn features, this session provides very practical methods leveraging effectively LinkedIn for business. In particular Rob goes through a process businesses can implement to obtain new business leads. I strongly recommend attending this workshop.

September 25, 2011 • [Comment](#) • [Flag](#) • [Delete](#)

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**Lisa Hooper**, Business Manager/ Owner at Alias Video  
Gloucester, United Kingdom

I attended a seminar with Rob as the guest speaker, it made me realise how important LinkedIn could be to my new business. As a result of Rob's many valid points, I am now using LinkedIn much more, I have now realised its importance and ensured my profile is as complete as it can be. I would certainly think about using Rob on a consultancy basis and I would recommend that other business owners attend future workshops held by Rob. I thought I was pretty good at social media but there is always more to learn and I picked up some top tips that could be incorporated into any business.

May 1, 2012 • [Comment](#) • [Flag](#) • [Delete](#)

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**Darrel Gilbert - Catering Design Expert**, Managing Director at Catering Design & Products Ltd  
Gloucester, United Kingdom

I found the LinkedIn deep dive training workshop to be informative, well planned and presented in an easy to digest manner. The workshop has given me plenty of reasons to carry out further investigation of this type of media. I would also say that I was only on this workshop because Rob of WSI wanted to open new, relevant and appropriate avenues of digital marketing to CDP. Rather than just go down the obvious routes without exploring where we really wanted to go with our business, he took the time and effort to discuss our needs, goals and requirements and I feel that we are at the start of an interesting new avenue of expansion for the business. Top Qualities: Expert, Good Value, Creative

December 8, 2011 • [Comment](#) • [Flag](#) • [Delete](#)



**Noel Greaves - Financial Planning Expert**, Owner, Managing Director at Copperfields Financial Management Ltd  
Gloucester, United Kingdom

Rob really helped me understand LinkedIn, not just what it can do but how that functionality will produce results for my business, a real change to the information download others offer. I was also pleased about the amount of information that was available because I paid for the workshop, a very valuable resource to help with the action plan he and I created. I will be using Rob to take me further into the world of digital marketing and how he can take the pain of doing it away from me!"

December 9, 2011 • [Comment](#) • [Flag](#) • [Delete](#)



**Mike Ashcroft Financial Planner**, Owner at MCA Financial Planning  
Coventry, United Kingdom

Rob takes what should be a complex spiders web of media detail and knits it together to make it informative, entertaining, and effective. Since attending Rob's workshop, I have transformed how I interface with clients and prospects. I highly recommend Rob. Top qualities: Personable, Expert, Creative

April 11, 2012 • [Comment](#) • [Flag](#) • [Delete](#)



**David Murphy**, General Manager at The National Self Build & Renovation Centre  
Swindon, United Kingdom

Since engaging Rob, he has provided our business with an incredible insight into the opportunities emerging in this relatively new communications media, in a way that fits our company's ethos really well. Providing an expert but balanced and realistic approach, and a range of training, service and support options, I have been hugely impressed with Rob's work ethic, approach and integrity. As a result, the NSBRC are using Rob's services to develop our own social media strategy, and implementing appropriate tactics and tools to engage effectively with our customers and suppliers. I would happily recommend Rob Thomas and WSI-e Marketing as a great company to work with, if you are serious about social media engagement and marketing, or if you are looking to upgrade your existing approach.

July 4, 2012 • [Comment](#) • [Flag](#) • [Delete](#)



**Andrew Mathias**, Director at Morfa Management Ltd  
Newport, United Kingdom

Rob provided an excellent seminar on LinkedIn for Forest of Dean businesspeople. It gave me a clear insight into actions I need to take for my business. I have already updated and improved my profile and diarised to sit down and work out my strategy for LinkedIn. The follow up PDF's Rob has provided give me the material to do this. I strongly recommend anyone to look for future seminars or workshops and GO. It will be time well spent. Top Qualities: Personable, Expert, Creative

April 24, 2012 • [Comment](#) • [Flag](#) • [Delete](#)



**Tony Bethell**, Senior Field Engineer at Deceuninck  
Stevenage, United Kingdom

I found Rob to be a true expert in his field. Very thorough and clear and concise. A man of his word. Top Qualities: Personable, Expert, High Integrity

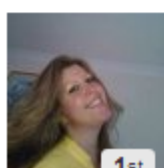
February 26, 2013 • [Comment](#) • [Flag](#) • [Delete](#)



**Alex Kell**, Business Development Manager at Gloucestershire College  
Gloucester, United Kingdom

After attending one of Rob's seminars my knowledge of specifically LinkedIn feels far stronger. Rob was thorough without feeling as though we were going over the same information a multitude of times. Without thinking about it I found myself implementing what I have learnt and plan on continuing to do so after understanding the benefits of LinkedIn. I would be keen to recommend, even urge anyone who has not yet used Rob's services to get in contact and speak about how he could help.

April 23, 2012 • [Comment](#) • [Flag](#) • [Delete](#)



**Ruth Ward**, Employability Manager at Learndirect  
Gloucester, United Kingdom

I attended a coaching session yesterday on how to use LinkedIn effectively for business and whilst I'm not an experienced social media person, not keen on Facebook I found the session insightful and learned some new stuff. As well as using LinkedIn, I will return to Twitter which I have set up in a small way! Pictures too!!! Bringing me out of my comfort zone being in the public eye! In addition we'll be keeping LinkedIn updated and monitor progress along with Twitter. As a result we're already planning to use Rob & WSI again. Top Qualities: Great Results, Expert, Creative

June 6, 2012 • [Comment](#) • [Flag](#) • [Delete](#)



**David Thomas**, Regional Director - Midlands at Pro-actions (UK) Limited  
Coventry, United Kingdom

As a business owner for 13 years now with T/O of £4m+, I wish to move forward in new markets. I identified LinkedIn in a significant tool to assist and the seminar Rob delivered gave a wealth of information towards that goal. I have implemented some key tasks already and I am beginning to imbedded them in my working practice. I will be using Rob again as the strategy develops and have no hesitation in recommending him. .

November 7, 2011 • [Comment](#) • [Flag](#) • [Delete](#)



**Lucy Jenkins**, Head of Marketing (UK & USA) at X2 Computing  
Worcester, United Kingdom

I attended a LinkedIn workshop with Rob a few weeks ago which proved very useful. I went with the objective to find out more about LinkedIn as a business tool and was not disappointed. Rob took us through all the different aspects of LinkedIn and how we could use it for business benefit. The session gave me lots of different ideas and practical tips which I can now put into practice. Following on from this workshop I'm now going to attend one of Rob's Social Media sessions. Top Qualities: Personable, Expert, Good Value

May 17, 2012 • [Comment](#) • [Flag](#) • [Delete](#)



**Andy Holburn**, Stock Manager at ScottParnell Ltd  
Southend on Sea, United Kingdom

Extremely good presentation, plain english, good examples with a humorous approach. One of the best training and explanation sessions that I have seen in a long time. I would recommend that any one that runs a website with poor returns attend one of his social media training sessions to learn what can be done to rectify the problem. Top Qualities: Personable, Expert, Good Value

July 20, 2012 • [Comment](#) • [Flag](#) • [Delete](#)





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**Mauricio Rojas**, Internet Marketing Consultant at WSI Internet Marketing Consulting  
Vancouver, Canada Area

Rob does a great job offering practical advice about making tools, such as LinkedIn, work for business owners. Rob is a consultant worth keeping in touch with.

December 13, 2011 • [Comment](#) • [Flag](#) • [Delete](#)

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**Jane Cannon**, Director at Helical Systems Ltd.  
Tonbridge, United Kingdom

Rob, Many thanks for the workshop on Friday. You brought me into the 21st Century in 4 hours! It was certainly enlightening and I came away full of good intentions (if not a bit overwhelmed with the amount of information). Well I've made a start by getting on LinkedIn, just got to work my way through all the other SM sites now. I would certainly recommend WSI and any of your workshops if your SM one is anything to go by. Top Qualities: Expert, Good Value, Creative.

June 27, 2012 • [Comment](#) • [Flag](#) • [Delete](#)

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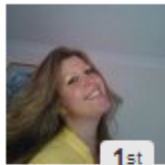
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**John Lepore**, Internet Consultant at WSI  
Ottawa, Canada Area

Rob gave a great presentation on the use of LinkedIn for marketing. The best tip that I got from Rob was how to use LinkedIn to track customer relations.

September 25, 2011 • [Comment](#) • [Flag](#) • [Delete](#)

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**Ruth Ward**, Employability Manager at Learndirect  
Gloucester, United Kingdom

I attended a coaching session yesterday on how to use LinkedIn effectively for business and whilst I'm not an experienced social media person, not keen on Facebook I found the session insightful and learned some new stuff. As well as using LinkedIn, I will return to Twitter which I have set up in a small way! Pictures too!!! Bringing me out of my comfort zone being in the public eye! In addition we'll be keeping LinkedIn updated and monitor progress along with Twitter. As a result we're already planning to use Rob & WSI again. Top Qualities: Great Results, Expert, Creative

June 6, 2012 • [Comment](#) • [Flag](#) • [Delete](#)

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**Cecilia Pearce**, Business Development Director at Telecetera Ltd  
Worcester, United Kingdom

Taking part in Rob's session on Social Media yesterday was inspiring. It was a session packed with ideas & information and very structured. He made us think out of the box and I have arrived at the office this morning with a clear strategy in mind and an implementation plan. Thanks Rob!

September 8, 2011 • [Comment](#) • [Flag](#) • [Delete](#)

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**Michael Morris**, EventPro™ at Maestro Business & Academy Ltd  
Coventry, United Kingdom

April 26, 2012 • [Flag](#) • [Delete](#)

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**Valerie Marbach**, Digital Marketing Consultant/President at eSparkMarketing WSI  
Phoenix, Arizona Area

September 20, 2013 • [Flag](#) • [Delete](#)

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## Speaker / Facilitator - Social Media, Mobile, Online Reputation, Marketing & Advertising Conferences



47 people recommend this



### Service Overview

WSI lives and breathes Social Technology, Social Media & Mobile Marketing. They have speakers all over the world and Rob Thomas is probably one of the best known WSI speakers here in the UK. He will show you how to use them to improve many areas of your bottom line, not just Marketing!

- He'll show you how to enhance and protect your reputation, whilst generating increased sales, reduced costs and improved customer acquisition and retention. Recognised as an expert in reputation management, digital and mobile marketing, Rob is a professional speaker both in the U.S. and across Europe. In addition to consultation services, including the "12 step process to achieve Social Proficiency" programme,
- Rob also coaches, trains and provides implementation services to help business owners, organisational leaders and their teams. If you want/need Rob to speak at one of your events please contact him directly on his personal mobile **07788916505** or email him at **rob.thomas@wsi-emarketing.com**

### What are the sorts of areas we typically speak on?

- Social Selling
- Social Media Marketing Strategy
- Mobile Marketing Strategy
- Digital Marketing Strategy
- Reputation Management Online (ORM)
- Persuasion Architecture for Website Design
- Customised "In-House" sessions for Teams
- Sales & Marketing Strategies (Board Level)
- Advertising & Digital Strategy
- LinkedIn "How to get the best out of it for business!"

### All Recommendations



**Mohamed El Ezaby**, Founder & Managing Director at Digital Matters  
Egypt

Had the pleasure to attend one of Rob's training sessions, and have to admit that i am impressed with his level of knowledge, expertise and witty sense of humour. He is an outstanding & seasoned professional.

March 23, 2013 • [Comment](#) • [Flag](#) • [Delete](#)



**Cecilia Pearce**, Business Development Director at Telecetera Ltd  
Worcester, United Kingdom

Taking part in Rob's session on Social Media yesterday was inspiring. It was a session packed with ideas & information and very structured. He made us think out of the box and I have arrived at the office this morning with a clear strategy in mind and an implementation plan. Thanks Rob!

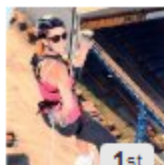
November 7, 2012 • [Comment](#) • [Flag](#) • [Delete](#)



**Marc Levin - Internet Marketing Expert**, Partner at WSI Internet Marketing Management LLC  
Greater Los Angeles Area

I've attended Rob's training workshops and can say without reservation that Rob is an invaluable resource for anyone interested in making a serious investment in building a digital asset for their business. He has a talent for making the complexities of online marketing easy to understand and practical to implement. Whether you are a novice or a seasoned internet marketer Rob will become a trusted advisor, add value and drive results. Thanks Rob for sharing your experience and insights.

November 19, 2012 • [Comment](#) • [Flag](#) • [Delete](#)



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**Antonia Coles**, Owner, Managing Director at Don't Do Dating  
Gloucester, United Kingdom

"I attended a Social Media Strategy workshop with Rob at WSI last week and found that it totally lived up to my expectations, and then some. The clarity and quantity of information was fantastic. The workshop helped me to understand how far I can implement social media for my business without having to spend lots of time or money. I have already looked into expanding my facebook presence and am very excited about the potential outcome. The workshop presents the key benefits, challenges (and how to get over those challenges), concepts and applications of social media in enough detail to help you make essential decisions. And without any sales pitch! I would highly recommend the WSI courses and shall be looking at taking up more of WSI time in the future. Thanks!"

November 7, 2012 • [Comment](#) • [Flag](#) • [Delete](#)

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**Andrew Thompson**, Chamber Champion at Black Country Chamber of Commerce  
Birmingham, United Kingdom

I recently attended a workshop for WSI Internet Consultants organised by Rob. The event was conducted in an organised fashion and the information very enlightening and beneficial. Rob's presentation on Social Media workshops and Reputation Management was clear, innovative and very relevant for the current business climate

November 6, 2012 • [Comment](#) • [Flag](#) • [Delete](#)

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**Wayne Mohammed**, Creative Director at PRECISION  
Manchester, United Kingdom

I attended a presentation giving by Rob from WSI on Mobile Marketing. This was both useful and entertaining and without doubt, bolstered my knowledge of this highly important and growing marketing area. WSI obviously know the topic well and we have already begun implementing some of the best practice techniques Rob imparted. I would certainly attend other presentations given by Rob and WSI, and would also recommend fellow business owners and marketing professionals do the same.

November 9, 2012 • [Comment](#) • [Flag](#) • [Delete](#)

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**Alex Brounger**, Owner at ABHypnotherapy  
Gloucester, United Kingdom

I recently attended Rob's social media workshop. Not only was it informative and up to date but it also gave me a lot of tools I could take away and implement swiftly to get some good results quickly. I will be using Rob and his team. I would certainly recommend any business spending four hours on the social media workshop so that you can explore how and why social media might help your business perform better. Personable and affable Rob Thomas is the definition of professional

November 22, 2012 • [Comment](#) • [Flag](#) • [Delete](#)

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**Jane Sherwood**, Marketing Manager at OnlyMarketingJobs.com  
Tonbridge, United Kingdom

We've had the privilege of Rob speaking at two of our digital marketing conferences; not only did his presentation highlight his knowledge and expertise but his involvement for both post and pre-event marketing was superb. Rob is not afraid to 'get involved' and puts a great amount of time and effort into his commitments. Rob spoke on the topics of mobile marketing and social media, both of which were greatly received by the delegates. I would recommend him whole-heartedly as a speaker.

November 5, 2012 • [Comment](#) • [Flag](#) • [Delete](#)

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**James Ruppel** | 631-615-2983, President, Internet Marketing Consultant at Integrated Web Marketing, WSI Internet Marketing Consultant  
Greater New York City Area

I recently attended an outstanding seminar Rob presented to his colleagues at WSI's Excellence and Innovation conference. The topic, Using Social Media for Lead Generation, was by far one of the best presentations on the subject I've had the opportunity to attend. I've been a participant in many social media seminars, but Rob's offered real practical tips, where many others offered broad ideas. It's clear that Rob understands the role of social media in lead generation and regularly practices what he preaches. Rather than just talk about it, he actually does it! I'll be "harvesting" many of his ideas and utilizing them in my own business and with my own clients. This is the second presentation of Rob's that I've attended and I will continue to take advantage of any opportunity I can to glean more of his wisdom and practical experience. If you have the opportunity, I would recommend any business owner or senior executive make the time to attend one of Rob's presentations.

September 20, 2012 • [Comment](#) • [Flag](#) • [Delete](#)



**Dave Scott**, Digital Marketing Consultant □ Brand Reputation □ PPC □ SEO □ Social Media □ Mobile Marketing □ at WSI Dave Scott  
London, Canada Area

I recently attended a training session on Building your Credibility with LinkedIn which was facilitated by Rob. I left the session with a new attitude about LinkedIn. Rob taught us how to use LinkedIn to get valuable leads. The golden nugget I took from this was not to automatically accept an invitation but to reply first and get more information first. I would highly recommend anyone in business for themselves to attend a training session on LinkedIn by Rob

November 5, 2012 • [Comment](#) • [Flag](#) • [Delete](#)



**Nick Pitcher**, Internet Marketing Consultant at WSI Online Marketing Solutions  
Warrington, United Kingdom

I attended a seminar organised by Rob at which he presented Social Media and Online Reputation Management. The event was very well organised and the presentations were informative and interesting. I would highly recommend Rob's seminars to any business owner or executive.

November 5, 2012 • [Comment](#) • [Flag](#) • [Delete](#)



**Wayne Mohammed**, Creative Director at PRECISION  
Manchester, United Kingdom

I attended a presentation giving by Rob from WSI on Mobile Marketing. This was both useful and entertaining and without doubt, bolstered my knowledge of this highly important and growing marketing area. WSI obviously know the topic well and we have already begun implementing some of the best practice techniques Rob imparted. I would certainly attend other presentations given by Rob and WSI, and would also recommend fellow business owners and marketing professionals do the same.

November 9, 2012 • [Comment](#) • [Flag](#) • [Delete](#)



**Rebekah Giaraffa (Ager)**, Treasurer Board of Directors at Bailey Trails! Alliance  
Greater Denver Area

We hired Rob to join our 2013 EMEA meeting as a facilitator, where he culminated all of the other speeches to help attendees digest what was presented. Rob spent the entire meeting with the group, taking copious notes. He absorbed the presentations and lead a thought provoking, idea challenging, and well run workshop on the last day. With Rob's advertising background, he was able to speak the language of our group. If a future conference needs a facilitated workshop, we will look at hiring Rob again. Top Qualities: Personable, On Time, Creative

January 17, 2014 • [Comment](#) • [Flag](#) • [Delete](#)



**Gavin Burgess**, VP Operations at APR Inc  
Toronto, Canada Area

Rob's knowledge, his willingness to share with his fellow consultants, and his presentation abilities make learning from him a thoroughly enjoyable experience. He speaks to everyone, from the seasoned pro to the new consultant just learning he ropes with the same professionalism, and everyone benefits. His knowledge of social media in general, and LinkedIn in particular, is second to none. I recommend Rob and his services without reservation.

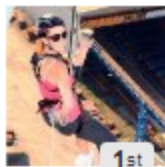
November 22, 2012 • [Comment](#) • [Flag](#) • [Delete](#)



**Miriam Booth**, Business Manager at UK Spares  
Bristol, United Kingdom

I recently attended a social media strategy workshop led by Rob and found it to be very insightful - it was a great starting point from which to now construct a social media plan for our company. I would certainly use Rob and WSI again and would recommend their Social Media and LinkedIn workshops to other business managers and owners. Top Qualities: Expert, Good Value, Creative

December 11, 2012 • [Comment](#) • [Flag](#) • [Delete](#)



**Antonia Coles**, Owner, Managing Director at Don't Do Dating  
Gloucester, United Kingdom

"I attended a Social Media Strategy workshop with Rob at WSI last week and found that it totally lived up to my expectations, and then some. The clarity and quantity of information was fantastic. The workshop helped me to understand how far I can implement social media for my business without having to spend lots of time or money. I have already looked into expanding my facebook presence and am very excited about the potential outcome. The workshop presents the key benefits, challenges (and how to get over those challenges), concepts and applications of social media in enough detail to help you make essential decisions. And without any sales pitch! I would highly recommend the WSI courses and shall be looking at taking up more of WSI time in the future. Thanks!"

November 7, 2012 • [Comment](#) • [Flag](#) • [Delete](#)



**Chris Murray**, Digital Marketing Professional at WSI - We Simplify the Internet in Montreal  
Montreal, Canada Area

I attended Rob's LinkedIn presentation at an International digital marketing conference where he established himself as THE LinkedIn guru, very inspiring and packed with actionable information I highly recommend. But for Rob LinkedIn is just the tip of the iceberg of his social media marketing and reputation management knowledge. Any chance you have to attend one of his public speaking events, workshops or seminars is well worth the time.

November 16, 2012 • [Comment](#) • [Flag](#) • [Delete](#)



**Andrew Thompson**, Chamber Champion at Black Country Chamber of Commerce  
Birmingham, United Kingdom

I recently attended a workshop for WSI Internet Consultants organised by Rob. The event was conducted in an organised fashion and the information very enlightening and beneficial. Rob's presentation on Social Media workshops and Reputation Management was clear, innovative and very relevant for the current business climate

November 6, 2012 • [Comment](#) • [Flag](#) • [Delete](#)



**Jan Bowen-Nielsen**, Consultant at JBBI Ltd  
Gloucester, United Kingdom

I attended Rob's Social Media Strategy workshop. I gained a deeper insight into how Social Media can help us share our passion for coaching and mentoring in the workplace, enhance Quiver Management's brand and ultimately give us more business. I left with a list of ideas I will be implementing. The workshop was great value and highly recommend it."

November 7, 2012 • [Comment](#) • [Flag](#) • [Delete](#)

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**Donna Sauve - Digital Marketing Consultant**, Brampton Board of Trade (BBOT)  
Ambassador Volunteer at Brampton Board of Trade  
Toronto, Canada Area

I attended a informative LinkedIn presentation given by Rob. I learned some great tips to implement as part of my LinkedIn marketing strategy. He provided great insight into how LinkedIn can be a very powerful lead generation tool. Rob possesses a strong knowledge base and vast amount of experience with the diverse tools of LinkedIn and how to use it to leverage your business. My biggest take away was the importance of taking a few mins each day to participate in the different discussion groups.

November 16, 2012 • [Comment](#) • [Flag](#) • [Delete](#)

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**Magdalena Lorynska**, Office Administrator at Sherbornes LLP  
Gloucester, United Kingdom

I attend on of Rob workshop in 2012. I found it very insightful, he helped me to organize my knowledge on the subject as well as learn few practical things. Which benefit me in my work. I am sure that I will use Rob / WSI again in the future. I highly recommend his workshops and training to anyone who is interested in social media/marketing and wants to learn how use social media to support your business.

September 20, 2012 • [Comment](#) • [Flag](#) • [Delete](#)



**Kit Hughes**, CRM Consultant at Salesknowledge  
Cardiff, United Kingdom

Yesterday I attended a Social Media 'Deep Dive' Workshop with Rob. He has a very engaging presentation style and delivered a great session with clarity. The morning was broken into segments where he discussed the uses and merits of each of the main tools, blogging, LinkedIn etc. and ended each with some practical advice on how to get started and possible further steps. I now feel far more able to develop a strategy to use in my business. All in all a very enjoyable and informative event. I look forward to the Mobile event on the 29th March and would definitely recommend Rob's workshops to other business owners

November 7, 2012 • [Comment](#) • [Flag](#) • [Delete](#)



**Ruth Dockerty**, Marketing and Recruitment Officer - School of Management at Swansea University  
Swansea, United Kingdom

I attended a B2B and a B2C Social Media Marketing course run by Rob. I found both courses insightful and interesting and I definitely learnt something new. Rob managed to deliver a huge amount of information, using relevant and contemporary examples and inspired me to try some new social media tools within my business. I would recommend that other business owners or senior people should take part in future workshops to get the best out of Social Media for Business.

November 7, 2012 • [Comment](#) • [Flag](#) • [Delete](#)



**Franco Prati**, Licensed Sales Trainer and Coach at Tiger Quest  
Luxembourg

I attended a seminar delivered by Rob and his expertise and practical advices in the online reputation management are excellent. A process oriented professional that strive at delivering results and genuinely helping his clients and colleagues.

March 25, 2013 • [Comment](#) • [Flag](#) • [Delete](#)



**Alex Bronger**, Owner at ABHypnotherapy  
Gloucester, United Kingdom

I recently attended Rob's social media workshop. Not only was it informative and up to date but it also gave me a lot of tools I could take away and implement swiftly to get some good results quickly. I will be using Rob and his team. I would certainly recommend any business spending four hours on the social media workshop so that you can explore how and why social media might help your business perform better. Personable and affable Rob Thomas is the definition of professional

November 22, 2012 • [Comment](#) • [Flag](#) • [Delete](#)



**Brian Bingham**, CEO at Odyssey Foundation  
Bristol, United Kingdom

As with everything web based, it changes almost weekly and there is always something new (and old) to be considered and refined. Rob's presentation was very inspirational, he answered all of the questions with confidence and clarity, in a language that I could understand and implement, in stages if necessary. Rob's knowledge and guidance through the various subjects would clearly be of benefit to all, including the real decision makers in their business.

September 5, 2013 • [Comment](#) • [Flag](#) • [Delete](#)



**Lisa Kettman-Kervinen**, Director of EMEA Collaborations at Worldwide Partners, Inc.  
Finland

Rob facilitated a workshop at our EMEA meeting in October 2013, focusing on a wide range of digital topics. He was extremely engaging and did an outstanding job of summarizing the previous days' topics. The feedback we got ranked Rob's session as being outstanding. We would definitely like to use Rob again for similar events, and I highly recommend his for any organization that needs to facilitate various sessions and make them really stick in the long run. It was wonderful to work with Rob!

March 7, 2014 • [Comment](#) • [Flag](#) • [Delete](#)



**Fiona Rickson**, Owner at Cwmshon Cottages  
Swansea, United Kingdom

"I attended another of Rob's workshops on social media marketing and found the information very useful. His advice on creating videos for business website use was invaluable and will save me from making several mistakes. Thanks for all the advice and enjoyable presentation."

November 8, 2012 • [Comment](#) • [Flag](#) • [Delete](#)



**Mateusz Wisla**, Managing Director at WSI "We Simplify the Internet"  
Warsaw, Masovian District, Poland

Rob is a WSI expert in Online Reputation Management. I attended his trainings during our E&I Conferences - it was a session full of knowledge, best practices and golden nuggets I could immediately implement in my business and business's of my clients. Rob has this unique set of skills - combination of knowledge, experience and public speaking mastery that makes his workshops invaluable. I highly recommend Rob as a Digital Media Consultant and Trainer.

November 17, 2012 • [Comment](#) • [Flag](#) • [Delete](#)



**Anthony Burke**, Digital Marketing Consultant and Social Media Manager at JMR Consulting UK Ltd  
Tonbridge, United Kingdom

Rob is a true marketing professional and combines subject matter knowledge & expertise (particularly around Social Media Marketing and Reputation Management) with great marketing skills. It is great to be part of a team that includes Rob and I would highly recommend him and his services.

November 9, 2012 • [Comment](#) • [Flag](#) • [Delete](#)



**Cecilia Pearce**, Business Development Director at Telecetera Ltd  
Worcester, United Kingdom

Taking part in Rob's session on Social Media yesterday was inspiring. It was a session packed with ideas & information and very structured. He made us think out of the box and I have arrived at the office this morning with a clear strategy in mind and an implementation plan. Thanks Rob!

November 7, 2012 • [Comment](#) • [Flag](#) • [Delete](#)



**Nick Pitcher**, Internet Marketing Consultant at WSI Online Marketing Solutions  
Warrington, United Kingdom

I attended a seminar organised by Rob at which he presented Social Media and Online Reputation Management. The event was very well organised and the presentations were informative and interesting. I would highly recommend Rob's seminars to any business owner or executive.

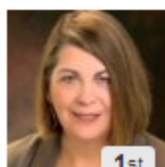
November 5, 2012 • [Comment](#) • [Flag](#) • [Delete](#)



**Ruth Dockerty**, Marketing and Recruitment Officer - School of Management at Swansea University  
Swansea, United Kingdom

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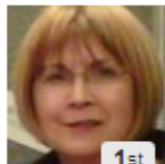
November 7, 2012 • [Comment](#) • [Flag](#) • [Delete](#)



**Maryn Williams**, Internet and Digital Marketing Consultant at WSI WebSense  
Greater Nashville Area

I have recently had the pleasure of learning from Rob and I must say, he is very easy to understand, has a great message and a command of the subject matter. There are many "experts" out there who can tell you what to do but few can impart useful knowledge as well as Rob. I highly recommend him.

November 16, 2012 • [Comment](#) • [Flag](#) • [Delete](#)



**Judith Johnson**, Emmett Practitioner, Emm-Tech Tutor and Bowen Practitioner at Every Body's Better  
Swansea, United Kingdom

The workshop that Rob presented for SAW was very much to the point and delivered with enthusiasm and professionalism I will certainly be looking at my Social Media interaction and planning another more in-depth workshop with Rob. I will certainly be recommending my friends and colleagues to attend Rob's workshops to get the best out of Social Media for Business Great time management for the workshop. Looking forward to attending more workshops with Rob and WSI

November 11, 2012 • [Comment](#) • [Flag](#) • [Delete](#)



**Mohamed El Ezaby**, Founder & Managing Director at Digital Matters  
Egypt

Had the pleasure to attend one of Rob's training sessions, and have to admit that i am impressed with his level of knowledge, expertise and witty sense of humour. He is an outstanding & seasoned professional.

March 23, 2013 • [Comment](#) • [Flag](#) • [Delete](#)



**Gavin Burgess**, VP Operations at APR Inc  
Toronto, Canada Area

Rob's knowledge, his willingness to share with his fellow consultants, and his presentation abilities make learning from him a thoroughly enjoyable experience. He speaks to everyone, from the seasoned pro to the new consultant just learning he ropes with the same professionalism, and everyone benefits. His knowledge of social media in general, and LinkedIn in particular, is second to none. I recommend Rob and his services without reservation.





1st

**Daniel Cernea, MBA**, Principal P&C broker at Mallette Insurance Brokers  
Canada

I attended two webinars of Rob Thomas and I found a depth of knowledge for management of online reputation that I use and share with my clients. I am following Rob as an example of LinkedIn profile use for reputation management and client research. I know how to get my profile up at 100% as he taught us and I recommend other business owners like myself to go to one of Rob Thomas LinkedIn workshops to see how easy you can build a business with 30 minutes per day of online networking.

November 4, 2012 • [Comment](#) • [Flag](#) • [Delete](#)



1st

**Lisa Kettman-Kervinen**, Director of EMEA Collaborations at Worldwide Partners, Inc.  
Finland

Rob facilitated a workshop at our EMEA meeting in October 2013, focusing on a wide range of digital topics. He was extremely engaging and did an outstanding job of summarizing the previous days' topics. The feedback we got ranked Rob's session as being outstanding. We would definitely like to use Rob again for similar events, and I highly recommend his for any organization that needs to facilitate various sessions and make them really stick in the long run. It was wonderful to work with Rob!

March 7, 2014 • [Comment](#) • [Flag](#) • [Delete](#)



1st

**Trinda Tresham**, Regional Vice President at WSI Internet Marketing Franchise at WSI  
Toronto, Canada Area

November 5, 2012 • [Flag](#) • [Delete](#)



1st

**Valerie Marbach**, Digital Marketing Consultant/President at eSparkMarketing WSI  
Phoenix, Arizona Area

August 19, 2013 • [Flag](#) • [Delete](#)



1st

**Corona Fontana-Arnaldi**, Trainer Digital Marketing \* Social Media \* LinkedIn at WSI4eMarketing  
Rhone-Alpes, France

November 21, 2012 • [Flag](#) • [Delete](#)



2nd

**Stephanie Bedford**, Founder at Marketing HUT  
Cleveland, United Kingdom

Rob gave a very well structured training day where I gained a large amount of new knowledge which will help me develop my business model. The new tools to share information between consultants are a great resource and I am looking forward to attending the next event.

November 4, 2012 • [Comment](#) • [Flag](#) • [Delete](#)

## Conferences & Business Networking Events - e.g. Mix Sales & Marketing Conferences, RBN etc.



17 people recommend this



### Service Overview

We sponsor, support and organise a variety of Conferences & Business Networking events across the West with a view to promoting sharing best practice and encouraging success through business excellence.

- Mix Sales & Marketing Conferences
- Annual Social Media Day in the West (UK)
- The Rugby Business Network (RBN)
- FSB Events
- RBN Cheltenham & Gloucester
- Business West Events
- RBN Bristol
- Win-Biz Founder Member

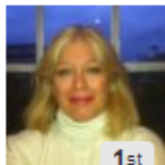
### All Recommendations



**Helene Rattin**, International Trade Research Adviser at UK Trade & Investment  
Bristol, United Kingdom

Thank you for organising such a great networking event on 06 November 2013 in Bristol. Looking forward to the next one.

November 7, 2013 • [Comment](#) • [Flag](#) • [Delete](#)



**Linda Gillatt**, Owner/Practitioner at Welcomebirths.com  
Gloucester, United Kingdom

I attended a Networking Event in Cheltenham organised by Rob and I have to say - it was a very effective, enjoyable and successful evening. As an international businesswoman who's invited to networking events around the world, I have to say Rob's event was up there with the best! A good mix of attendees - although not too many - which made circulating and meeting easy. Great venue (surrounded by Merces) all made for an excellent night. I will attend more of Rob's events and I will be inviting others. I highly recommend this event.

July 8, 2013 • [Comment](#) • [Flag](#) • [Delete](#)



**Anita Vierling**, Managing Director at Infinity Training Ltd  
Taunton, United Kingdom

Attended the launch of the Bristol RBN 6.11.13; great venue, well organised, good mix of attendees, interesting speakers and refreshing format of networking a little / hear a speaker / network again. Will definitely attend future events.

November 8, 2013 • [Comment](#) • [Flag](#) • [Delete](#)



**Neil Martin**, Proprietor at Fans Tours  
Gloucester, United Kingdom

I attended the launch of the Bristol RBN and I enjoyed the event & thought it interesting and the fact that the time went so quickly proved how well it went. The organisation & venue were first class. My only other comment would be that there was not much time to mingle between speakers, so maybe go with 2 guests rather than 3 next time.

November 11, 2013 • [Comment](#) • [Flag](#) • [Delete](#)



**Colin Gibson**, Partner at Charles Russell LLP  
Gloucester, United Kingdom

I attended the launce event and thought that there was a good mix of people in attendance. The formula worked well as people were allowed to mingle and chat freely. The speakers came across well. The location worked well as too often you feel cramped for space and struggle to hear yourself think let alone talk. There was plenty of open space and it appeared to run very smoothly. I would certainly attend future events and will be letting contacts know about the group.

July 5, 2013 • [Comment](#) • [Flag](#) • [Delete](#)



**Brian Bingham**, CEO at Odyssey Foundation  
Bristol, United Kingdom

The conference was a great event, well-structured and informative. I would be happy to attend similar events if they were relevant to me, and I would certainly recommend the conference to others.

December 19, 2013 • [Comment](#) • [Flag](#) • [Delete](#)



**Sian Thomas**, Director at Rosian Enterprise Ltd  
Swindon, United Kingdom

I found the RBN event insightful and a good use of time. I managed to swap business cards with people I genuinely would like to learn more about. A good mix of people and interesting networking angle, I enjoy this departure from usual network topics as I do enjoy various networking groups and learning from industry peers however is good to approach things from a different point of view. Would definitely recommend to contacts and am recommending to contacts, I intend to come to the Bristol event and hopefully bring a couple of bodies with me next time.

February 24, 2014 • [Comment](#) • [Flag](#) • [Delete](#)



**Richard Pearce**, Editor and writer at The Gloucester Editor  
Gloucester, United Kingdom

I recently attended the Bristol RBN event and I think it was very well organised with interesting speakers – especially the All Golds man! The venue was superb too. I'll be coming along to future events and would recommend other business owners and senior people do the same. The event had a really good mix of people and great to see some Bristol players turn up. Also enjoyed the rugby league input!

November 8, 2013 • [Comment](#) • [Flag](#) • [Delete](#)



**Simon Dove**, Head of Student Placements at University of Gloucestershire  
Gloucester, United Kingdom

RBN Cheltenham & Gloucester Event - 2nd July. A good event. The venue was ideal and the format was good as well. There was a good mix of people especially as this was the first meeting. Hospitality was excellent and it was very easy to meet people and have discussions. I would attend future events. I would be happy to recommend this to other people in my network. Congratulations. Kind regards Simon

July 4, 2013 • [Comment](#) • [Flag](#) • [Delete](#)



**Anthony Pilkington**, Managing Director at BookCheck Ltd  
United Kingdom

I attended the Cheltenham and Gloucester launch. There was a good mix of business people and the format (food, drink, speakers and plenty of time for networking) was much appreciated. The venue and structure of the evening was excellent and it was well organised. It was very useful networking - I met a client, an existing client referrer and our external sales & marketing department! Plus a potential source of clients.





**Brian Bingham**, CEO at Odyssey Foundation  
Bristol, United Kingdom

The conference was a great event, well-structured and informative. I would be happy to attend similar events if they were relevant to me, and I would certainly recommend the conference to others.

December 19, 2013 • [Comment](#) • [Flag](#) • [Delete](#)



**Helene Rattin**, International Trade Research Adviser at UK Trade & Investment  
Bristol, United Kingdom

Thank you for organising such a great networking event on 06 November 2013 in Bristol. Looking forward to the next one.

November 7, 2013 • [Comment](#) • [Flag](#) • [Delete](#)



**Stuart Jary**, Senior Manager at FRP Advisory LLP  
Bristol, United Kingdom

RBN Cheltenham & Gloucester event (2nd July 2013) Quick message to say what a great event you put together last night. Really well supported and lots of noise which showed the networking was going well! "

July 3, 2013 • [Comment](#) • [Flag](#) • [Delete](#)



**Alex Jones**, MSc Leadership at MSc Student  
Gloucester, United Kingdom

Really enjoyed the Rugby Business Network evening last week kindly, hosted by Mercedes Benz of Bristol and organised by Rob Thomas and his team. Relaxed atmosphere which was ideal for chatting with like minded people. Ben Breeze talked about some really interesting B2B opportunities at Bristol Rugby. To anyone in my network, I would recommend you come along to either Bath, Bristol or Glos/Cheltenham for the next RBN evening.

November 11, 2013 • [Comment](#) • [Flag](#) • [Delete](#)



**Richard Pearse**, Editor and writer at The Gloucester Editor  
Gloucester, United Kingdom

I recently attended the Bristol RBN event and I think it was very well organised with interesting speakers – especially the All Golds man! The venue was superb too. I'll be coming along to future events and would recommend other business owners and senior people do the same. The event had a really good mix of people and great to see some Bristol players turn up. Also enjoyed the rugby league input!

November 8, 2013 • [Comment](#) • [Flag](#) • [Delete](#)



**Martyn Johns**, GrowthAccelerator Coach at My Financial Resource  
Gloucester, United Kingdom

December 17, 2013 • [Flag](#) • [Delete](#)



**Simon Jones**, CEO/Manging Director at PRV Engineering Ltd  
Newport, United Kingdom

February 24, 2014 • [Flag](#) • [Delete](#)

# Online Reputation Management (ORM)



6 people recommend this



## Service Overview

Today, opinions are easily shared through the proliferation of networking sites, forums, blog sites, chatrooms and other social media sites such as Facebook, Twitter, YouTube, etc. These social media platforms are also being used by business organizations to connect with their clients and attract new potential clients.

However, nothing prevents your company from being the target of a negative note. Social media can really affect the reputation of a company. The buzz may be good or bad, but a strategy to interact directly with customers on the Internet and to respond to their inquiries, is absolutely invaluable.

Social media is designed to be spread through social interaction and create publishing techniques that can be scalable and easy-to-use. The characteristic of social media is that it can excite others to repeat information. This can be done instantly through platforms such as Google+, Foursquare Facebook, Twitter, LinkedIn, YouTube, MSN, etc.

It is crucial to listen to what is being said online, even if it is negative. Listening creates the opportunity to take action and resolve internal problems or deal with malicious information, both of which can negatively influence a company's brand image and reputation.

WSI works hard with it's clients to maximize the benefits that these new Social Technologies bring whilst minimizing the risks.

WSI has developed a new platform that allows you to 'listen' to that is being said about you, your brand, your people & products (as well as the competition) - Radar. Allows us respond and cast your communications to the widest relevant audience. And allows you to monitor and measure the end results and key performance indicators, such as engagement and or course most importantly impact on sales and profitability.

**Call Rob Thomas today on 01454 261111 to find out more or book a personal consultation to explore your business needs and opportunities to work out if we are a good fit.**

- We run webinars, seminars & workshops on ORM
- WSI ReachCast helps clients manage ORM
- We consult on 'how to balance Risk & Reward'
- We can help 'Kick-Start' your Social Media
- We also have 3 Packaged Solution Options:
- Reputation Management (Basic)
- Lead Advertising (Pro)
- Sales Credibility (Pro+)

## All Recommendations



**Christopher Chin Lee**, WSI Internet & Digital Marketing Strategist Trinidad & Tobago  
at WSI Internet and Digital Marketing Trinidad Tobago  
Trinidad and Tobago

Rob's presentation in February was concise and clear. I also downloaded and perused the whitepaper ( <http://www.getwsipowered.com/orm> ) and I have included several of Rob's points in my presentations to prospects and clients.

March 28, 2011 • [Comment](#) • [Flag](#) • [Delete](#)



**Alex Ngaine**, Internet Marketing Consultant at WSI BIZ  
Johannesburg Area, South Africa

Your webinar was great - clear and concise, which made it easy to follow. The strong take home point from the webinar is that one needs to proactively manage their online reputation

August 26, 2012 • [Comment](#) • [Flag](#) • [Delete](#)



**Herve GABRIEL** HGWeb Consulting WSI Agency, Owner at HGWeb Consulting WSI agency  
Paris Area, France

Looking for online reputation management expertise? Definitively contact Rob Thomas, work with him, and you will see the reputation of your brand or yours, increasing in a few months!

August 2, 2012 • [Comment](#) • [Flag](#) • [Delete](#)

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**James Brown** - Internet Consultant, Owner at WSI WebPotential  
London, United Kingdom

Rob is always happy to share his expertise in the social media field with his colleagues. His easy and relaxed manner makes it a pleasure to learn from him and from his ongoing experience as a Digital Marketing expert. I look forward to working with him again in the near future.

October 4, 2011 • [Comment](#) • [Flag](#) • [Delete](#)

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**John Lepore**, Internet Consultant at WSI  
Ottawa, Canada Area

Rob's presentation was extremely insightful and contained many practical, easy to understand and implement tips.

March 3, 2011 • [Comment](#) • [Flag](#) • [Delete](#)

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**Daniel Cernea, MBA**, Principal P&C broker at Mallette Insurance Brokers  
Canada

Rob gave us a presentation on Online Reputation Management that instantly became a must in my portfolio for clients. He is our preferred subcontractor for this subject. I highly recommend anybody who wants or needs to be somebody online to attend his presentations and contact him for Reputation Management.

February 21, 2011 • [Comment](#) • [Flag](#) • [Delete](#)

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# Mobile Marketing Strategy: : Including Workshops (Open & In-house) & Executive Coaching



6 people recommend this



## Service Overview

It is forecast that soon more than 50% of all internet traffic will be conducted via Mobile devices and yet less than 5% of all websites are optimised to be viewed via mobile devices. But it's not just about websites, searchers using mobile 3G devices are often looking for quite different functionality and may never even visit your website (for example simply using Google Places to find out what you do, where you are and what people think of you before hitting the "navigate to" or "call now" button!!)

Worse still, if you haven't taken control of your Mobile Marketing Strategy, it's your competition they'll be finding and doing business with rather than you.

To find out when we're running our next workshop, or to arrange an individual consultation session call us today on 01454 261111

This workshop helps you work out if you actually need a Mobile Marketing Strategy at all, and if not you can stop losing sleep over it! But if you do, and need to actively manage the risk of your competitors being better at it than you, or better still want to find out how to take advantage of the opportunity, then this is the workshop for you, as it will:

- Give you an introduction to Mobile Marketing
- Mobile Websites
- Help work out if Mobile Marketing is for you?
- Mobile Advertising
- How to measure Mobile Marketing (KPIs)
- Location based - Foursquare & Google Places
- Look at how it fits into your marketing mix
- Mobile Apps
- Help you choose the right opportunities
- Other tactics like M-Commerce & QR Codes

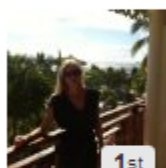
## All Recommendations



**Aaron Wood**, Director at C J Wedding Fayres & Events Ltd.  
Cardiff, United Kingdom

The workshop I attended today 3/7/12 was very informative. I brought back two things that I will probably proceed with. It always amazes me that I go to a workshop and learn something totally different to the reason I went. I would recommend these workshops to any business that wants to get the edge on their competitors.

July 3, 2012 • [Comment](#) • [Flag](#) • [Delete](#)



**Lucinda Dangerfield**, Director at Space Centre Self Storage  
Gloucester, United Kingdom

I attended the Mobile Marketing workshop and found it very interesting and informative. It is hard to keep up to date with technology these days as everything moves so fast. However, Rob explains everything very well and makes sure the information is useful and applicable to your business interests. I would recommend the workshop highly.

July 16, 2012 • [Comment](#) • [Flag](#) • [Delete](#)



**Lee Turner**, Lead Consultant at Teamwork Technology Services Limited  
Swansea, United Kingdom

I really enjoyed Rob's Mobile Marketing Strategy workshop, he made it interesting and a must for anyone wanting to explore the possibilities of mobile marketing. Looking forward to future encounters. Well done Software Alliance Wales for organising the event, count me in for future events. Top Qualities: Personable, Expert, Creative

February 8, 2012 • [Comment](#) • [Flag](#) • [Delete](#)



**Nitesh Joshi**, For South East UK at WSI Area Rep & Internet Marketing Consultant  
London, United Kingdom

Hi Rob I just wanted to say I really enjoyed the recent Mobile Marketing Strategy workshop you ran. Your presentation explaining the importance of mobile technology and the Internet was impressive. Thanks for making complex technology easy to understand & implement - no doubt I will be doing what you recommended. Look forward to coming to your next training session - Many Thanks Nitesh

October 22, 2011 • [Comment](#) • [Flag](#) • [Delete](#)



**David Madge**, Marketing, Press and Public Affairs Officer (prev Marketing Officer, Succession & Consortia Project) at Wales Co-operative Centre  
Swansea, United Kingdom

Having previously attended a social media seminar that Rob presented at I already knew that Rob's presentation would be accurate, interesting and relevant. The recent mobile media seminar was excellent as well - interesting content and useful hints and tips for developing mobile and place-based marketing across a number of platforms.

February 13, 2012 • [Comment](#) • [Flag](#) • [Delete](#)



**Leigh Fennell**, Group Marketing Manager at Wernick Group Limited  
Swansea, United Kingdom

April 17, 2012 • [Flag](#) • [Delete](#)

Following LinkedIn's decision to remove Service Pages, they have introduced "Showcase Pages" – which don't (as yet) allow you to have recommendations or Feedback, but do allow individuals to follow those pages. They are sometimes use by Global Brands for sub-divisions, who might have their own customers/clients, or larger Companies for different sub-brands who may in turn have their own following.

You can view our [LinkedIn Company page](#) or "[Showcase Pages](#)" by clicking on these links.

