

eBusiness programme

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events



It's about Image - Working with Digital Images Free Breakfast Briefing

Thursday 12th February 2009 - Hemswell Court, Gainsborough

Friday 27th February 2009 - The White Hart Hotel, Boston

If you're running and promoting a small business, whether online or offline, the use of digital images can be a powerful tool to help you visually present your business, products and services.

The ability and power of digital imaging has developed strongly over the last few years, with a dazzling array of devices and software applications to help you explore and exploit the potential of producing and presenting your own digital images.

- Are you unsure where to start when buying a digital camera?
- Do you need to enhance the visual content with images on your web site?
- Do you need to create product photographs for eBay and Amazon?
- Could you enhance the visual appeal of your email marketing campaigns?
- Could you become more creative using images in documentation and newsletters?

Join us for a short presentation which will introduce you to the wide range of resources available, help you to explore the fundamentals of digital cameras and understand the technology behind creating and enhancing your own digital image files.

The morning will start with a light breakfast, registration and networking at 8.30am, and the presentation will begin at 9.00am. It will end at 10.30am with an opportunity to ask some questions and carry on networking with the experts, other delegates and talk with Business Link Advisers.

Presentation topics include:

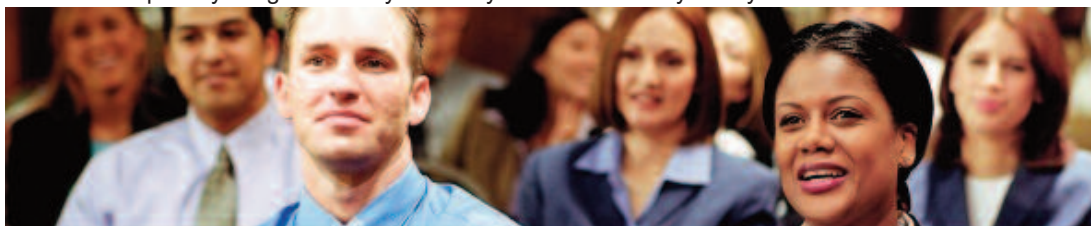
- Digital Cameras - types of cameras and how they work
- Understanding the digital image - file types & resolution
- Image Editing Software
- Basics of Image Editing
- Printing Digital Images
- Online Image Libraries & Image Hosting
- Useful Resources

Who should attend? Whether you are considering buying your first digital camera, looking to develop your understanding about digital image technology, or looking to gain more confidence and understanding about editing your own images, then this awareness session will help you build your knowledge and use of digital imaging within your business.

Non-attendance: Demand for places on eBusiness events is extremely high. Should you fail to attend without providing at least 5 working days cancellation notice in writing, or send a substitute from your own organisation, we reserve the right to charge your company an administration fee of £25 + VAT.

For more information or to register your place, please contact the eBusiness Programme team on 0845 603 8370. If you can't remember your eBusiness Club username and password simply enter your email address at www.ebusinessclub.biz/password_request.html and you will be sent a reminder.

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