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| Interreg V-A Latvia – Lithuania Programme 2014-2020  LLI-131 Creating of business support system and the availability in Zemgale, Kurzeme and Northern Lithuania/  BUSINESS SUPPORT |

**Facebook Training for Business**

**AGENDA**

**Venue**  Taikos 19, Rokiškis LT-42114

**Date 26.03.2019**

**Working language**  Lithuanian

**Lecturer Daugvinas Liberis**

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| **Tuesday** | **the 26th of March, 2019** |
| **09:45 – 10:00** | Registration, coffee |
| **10:00 – 11:30** | * Facebook algorithm * Business goals on Facebook and the Internet – micro and macro conversations * Facebook pixel –advertisement results tracking and audience generating tool |
| **11:30 – 11:45** | Coffee/tea break |
| **11:45 – 13:00** | * Audiences – segmenting, targeting and application on Facebook |
| **13:00 – 14:00** | Lunch break |
| **14:00 – 16:30** | * Placements * Content for each audience recommendations * Results analysis and optimization * Facebook as a tool to test communication and creatives |
| **16:30 – 17:00** | Questions – Answers |

More information and registration: rasavingeliene71@gmail.com, +370 61638688.