

Peter Doesburg

Social Media Strategist at SeventeenThirty

Amsterdam, Noord-Holland, NL

Im an energetic, intelligent and animated speaker with a fast pace and a good sense of Dutch humor in my talks

Biography

Born and raised just outside Amsterdam, but with an ever present international focus. After completing an International Business Management study with an emphasis on marketing I decided to start my own business. SeventeenThirty helps companies, organizations and governments to take a strategic approach to Social Media, focussing on human capital and process management. I have a very positive approach to life and work and believe that this attitude helps to achieve goals and also have fun in the process. This attitude also reflects in my talks and workshops, combined with a good sense of Dutch humor. Im honest, direct and to the point, which might take a bit of getting used to for some people, but in the end benefits everybody.

Availability

Keynote, Moderator, Panelist, Workshop

Industry Expertise

Fitness, Corporate Leadership, Media - Online, Business Services, Internet

Areas of Expertise

Embedding Social Media Into Your Organization, Strategic Use of Social Media, Social Media Management, Platform Workshop

Sample Talks

Social Media Workshops

In order to get your staff to adopt Social Media, it is very important to make sure everybody has the necessary skills to do so. Social Media Workshops are designed to get all attendees up to par. This can be done in general or platform specific.

How to uses Social Media to make the difference

Social Media is great of course, but it has to become an integral part of the way your organization works. Setting up platforms is the easy bit, getting people excited and maintain focus is the real challenge. Ill show you how!

Strategic Sessions

The possibilities with Social Media are endless. To get to a solid strategic base, management and boardmembers need to be completely on board and committed. In order to do so, a knowledge/brainstorm session is often the best way to get a solid foundation in place where the rest of the strategy can build upon.

Event Appearances

Title

IMME International Marketing and Media Event

Education

HES International School of Business

International Business Management Marketing

Accomplishments

Cambridge CPE

Proficiency in English. The higher certificate for non-native speakers by Cambridge standards

Cambridge BEC-Higher

Business Higher English certificate by Cambridge standards

Cordys BPM Fundamentals

Fundamentals of understanding BPM and the Cordys enterprise solutions

[Please click here to view the full profile.](#)

This profile was created by [Expertfile.](#)