Get started in writing and producing for the web
Digital Editorial & Content Academy (Orientation)
Digital Training Academy

Writing and producing for the web has a great deal in common with developing content and programming for traditional print and broadcast media, and this conversion course helps editorial teams with strong classic media experience transition into these new channels. Strengthening your team with knowledge of how online content builds audiences, and how communities and social media can boost traffic is key for in helping get the most from your assets. Video content and datafeeds can also transform the success of a website, but only when they're part of a strong publishing strategy. Editorial teams need the knowledge about how the online environment works to help boost audiences and bring more people to your site. This academy helps existing journalists and producers get their knowledge to the right level. Not only does each person's productivity increase, but the whole crew delivers better results. It's hands-on, practical and focused on your sites.

DIGITAL TRAINING ACADEMY
The knowledge transfer business

Creating online content can be a challenge for even the best editorial team. The new business models, diversity of formats, unclear relationship between content volumes and traffic, plus the wall of jargon can undermine confidence and leave teams confused about what their roles are and what great content looks like. For newcomers to the industry there's lots to learn, and even for experienced editorial teams in classic media there's a great deal to focus on in boosting knowledge and understanding.

"We created this Academy to fast track your knowledge and understanding of how online content, media and production work, letting you learn about what makes for great content and how you can produce it. Get better results faster, learn new skills, and avoid the potholes along the way."

Online marketing pioneer Danny Meadows-Klue was the publisher of the first online newspaper in the UK. He went on to help create the Internet Advertising Bureau in the UK and a dozen countries around the world. He saw the challenges publishers face from the start and he designed this Academy to accelerate the understanding and professionalism of suppliers to the digital media industry.

The Digital Editorial & Content Academy (Orientation)

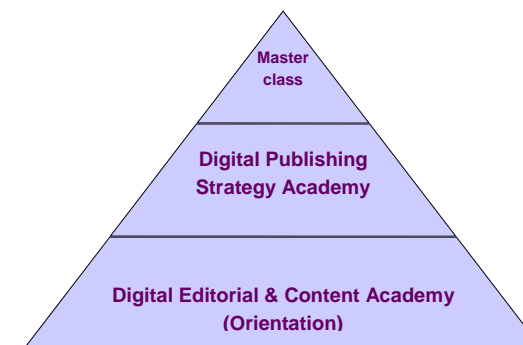### An orientation Digital Editorial & Content Academy

At the Digital Training Academy we created this in-company programme of business skills training to help build the capability and structures that are needed for your team. Our model for personal development is a fusion of classic training workshops, lecturettes and assignments, that will lift the knowledge and skills of your teams, change their attitudes and lay strong foundations for healthy sales in an increasingly competitive market. We also blend in some management consultancy to get your team heading in exactly the right direction. The standard programme combines two full day Academies, with an Academy breakfast and bespoke assignments. Your Digital Classroom will be online two weeks before term starts.

The qualification ladder

This Academy is designed as part of our orientation programme. Following on from the training, there are a series of Advanced Academies and above those strategy workshops that form our Masterclasses. Many media groups combine an Orientation with workshops.

Digital Editorial & Content Academy
Qualifications and progression

Master class

Digital Publishing Strategy Academy

Digital Editorial & Content Academy (Orientation)

Analysing training needs

Depending on the culture, environment, and expertise at your firm, we may suggest skipping the orientation level Digital Editorial & Content Academy and moving straight to Advanced.

Syllabus for the Digital Editorial & Content Academy (Orientation)

What makes our courses so effective?

- ☑ Leading trainers and freshest thinking
- ☑ Focused just on the topics that matter right now
- ☑ Customised masterclasses based on the needs of senior executives
- ☑ Fast-paced intensive courses that minimise time spent out of office
- ☑ Practical courses grounded in current best practice
- ☑ Robust action plans to transfer the learning back into your business

Digital Editorial & Content Academy (Orientation)
A conversion programme for digital teams

Who should attend?

From magazines and newspapers: editors, writers, journalists, producers and sub-editors.
From broadcast media: editors, producers, reporters, presenters and studio teams.
From directories and journals: researchers, editors, compilers and data gatherers.
Plus executives and managers involved in the business of digital publishing and media.

Let's get jargon busting

Cut through the digital jargon to boost your knowledge and confidence about the language.

Digital Publishing Strategy Academy: Selected modules

Learn about the relationship between content and website revenue, and what publishers need to have in order to compete in the rapidly changing digital landscape. We cover news, niche content, video and audio, and the role of data, social media and applications.

Digital Research Academy: Audience behaviour and insights

Who is online? What are they doing? How long do they spend? Where do they spend it? What drives traffic and audience? What creates 'stickiness'? How can your site take advantage of this. By knowing your customers and understanding the dynamics of web audiences, you'll learn about the relationship between content and traffic. Explore the amount of time people spend online and what triggers greater engagement and involvement with websites.

Digital Circulation Building Academy for publishers: Selected modules

Think again about how content can drive audiences and the role that external content providers can play in tackling the key issues a business faces.

Digital Content Academy: Selected modules

Get up to speed with the types of content, the mix in a publication and the challenges in sustainable production. Learn about how content is distributed, and the publisher's view.

Digital Content Academy: Getting video content to work for the web

As audience expectations rise, video has become the new 'must-have' programming element for every website, We look at the challenges of producing video content and ways you can cheaply incorporate video into your site. We also explore format, navigation and duration.

Digital Content Academy: Understanding the structure of a page

What is actually on the page? What are the different elements and how do they fit together? In this session we deconstruct a simple web page, looking at where and how graphics are delivered, the insertion of advertising tags, and the relationship between content and form.

Digital Content Academy: Production and workflow for the web

To have a successful engine for web content, you'll need clear production processes and workflow. We look at the way content is gathered, processed and stored for efficiency.

Digital Editorial Academy: Writing for the web

Understand the differences between writing for classic media and writing for the web. Practice your skills and explore search engine optimization, hyperlinking, archiving and layout.

Digital Editorial Academy: Tagging and the web

By learning about the roles of tagging and data linkage, you'll be better placed to have the right related content at your fingertips when sub-editing.

Digital Editorial Academy: Citizen journalism

We explore the ways that citizen journalism can be harnessed to help build the content offerings you have, assessing the risks as well as the benefits of giving users control.

Digital Editorial Academy: Exercises

Participants undertake a series of exercises to apply the learnings of the Academy.

Digital Community & Social Media Academy: Harnessing user-generated content

The new era of social media has created the opportunity for deep and engaging audience participation. Here we explore the formula for making this a success on your site.

Digital Community & Social Media Academy: Harnessing collective intelligence

Here we explore ways you can boost your traffic and audiences by tapping into the collective intelligence of your audiences.

Digital Research Academy: Marketing spend and trends

Learn about online marketing spend and the relationship to content, stepping into the commercial shoes of publishers to learn about the roles they play and the revenue challenges publishers face.

Digital Web Analytics Academy: An overview

What does success look like in audience terms? What are the implications for good trafficked pages, and the applications of the data technology that delivers them? Find out how content and audiences are measured, what counts, and why.

Digital Management Information Academy: Selected modules

Discover how you can use website analytics to set goals for the team and uncover the real behaviour patterns inside your sites.

Digital Content & Editorial Academy: Exercises

Following the Academy, graduates are set a series of simple exercises that can be completed as part of their day to day work. Ideas are stored in the online classroom and tutor support is available.

How will your Digital Editorial & Content Academy work?
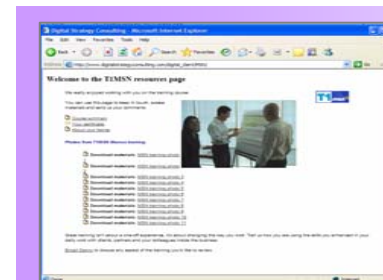
Digital Classroom for your team

To help participants manage their learning we will create a simple password-protected learning resource space on the DigitalTrainingAcademy.com website. This will include course management documents and outputs from workshops. We will use this to act as a focus for discussion outside of the classroom.

DIGITAL TRAINING ACADEMY

Programme structure

The Academy is designed to build your firm's capability to deliver against these key issues. It fuses traditional training, with practical exercises, and consultancy input to give you the models and tools to implement as well as the skills to deliver. The programme blends classroom learning with online tuition and distance learning.

How the Digital Training Academy works for the commissioning company

Planning
- Academy Prospectus
- Initial scoping
- Engagement
- Planning your Academy
- Training needs analysis
- Detailed scoping and streaming
- Academy customisation – finalising the syllabus
- Steering group sign-off

Training & consultancy delivery
- Doors open at your Digital Training Academy
- Doors open at the Digital Classroom
- Doors open for the face to face classroom
- Homework exercises
- Consultancy exercises from Digital
- Graduation

Graduate programme
- Your Graduate Programme
- Graduate programme begins
- Mentoring Q&A by email
- Digital classroom learning & development centre

Training & consultancy review
- Scope for future Academy classes and refreshers
- The Report Card
- Debrief to Academy Steering board
- Parking boards and key issue identification

How the Digital Training Academy works for the Academy Participants

Tailoring the academy
- Understanding your learner's needs

Opening the Digital Classroom
- Online at DigitalTrainingAcademy.com

Digital's Breakfast Academies
- An Academy breakfast
- 90 minute early morning session mixing a lecture with discussion (this is a core part of the syllabus, but extend the learning time of the group)

Self study
- Homework exercises to explore what drives online marketing
- Research reports from the Digital Strategy team

Two-day Academy
- Face to face learning for your team
- Splitting the days with homework assignments and projects

Management consultancy projects delivered
- Talking points about the strength of online advertising
- Features / Advantages / Benefits grid to support selling

Management insights
- Academy stakeholder debriefing
- Knowledge transfer briefing (handing over the toolkits)
- Key issues report
- Additional training needs analysis

Your Digital Academy team

Academy director: The director designs the Academy structure and learning model
Academy tutor: The lead tutor who will be delivering the majority of your lessons
Academy manager: You will have a single Academy Manager for the whole programme
Academy guest lecturers: Guest lecturers may join us for several of Digital's Academies
Academy administration: We have a back office team who will look after your learners' needs

Supporting your team

Digital Knowledge Packs for your team

To support knowledge transfer, all participants will build up a comprehensive Digital Knowledge Pack from the materials distributed throughout the Academies. This includes Digital Insight reports, notes to orientate on every workshop, book reviews of recommended reading and Digital Action Plans as well as space for future knowledge they discover.

Advanced Digital Editorial & Content Academy
Further activities and support

Workshops

Each workshop is a half day exercise that tackles company priorities. They look at the issues teams are faced with and find, then document, workable solutions. Typically the structure for each workshops is:

- Scoping and briefing
- Research
- Workshop customization
- Workshop
- Evaluation
- Data capture
- Review and analysis
- Strategy development
- Editing
- Draft materials circulated
- Briefing presentation and client handover meeting

Outputs

Our aim is not only to train, it's to transform your business. The outputs from each workshop are captured, written up, edited and enhanced, and then returned to your management team and participants. This provides hands on tools the team can immediately use.

As part of the handover you will have an online classroom that acts as a learning hub for your team. It will form the place to store training materials and the models that are created for the business. Any number of your staff can be placed on a private email group at the Digital Training Academy and be kept up to date with developments.

Advanced level Digital Editorial & Content workshops; building skills, knowledge and resources you can use time and time again

Digital Insight Reports for your team
Before term starts at your academy we'll issue all of the participants with a series of research reports that build out their knowledge and contextualise some of the key issues for web publishers. This will be part of the pre-course reading and will be accompanied by some a recommended reading list.

DIGITAL TRAINING ACADEMY
The knowledge transfer business

Developing video content

Helping you and your team develop the right type of multimedia content strategy

– a half day Academy masterclass

The diversity of online's potential creates challenges for many classic publishers and broadcasters. There's now a material need to develop video content and with so many competitive threats, which is the right technique for your firm? Which will make the greatest difference to your services? Successful content teams need a comprehensive offering and in this workshop we explore and answer some of the key questions you'll face.

This intensive Academy gives teams the structure to generate these:

- What are the video assets that fit with your content and the market needs?
- What are audience expectations today and how are they changing?
- What are the most practical ways to acquire this new type of content?
- What are the viewing models and how should you display your content?
- What are the commercial implications and the related video advertising products?
- What are risks and pitfalls for online video?

Get this right and you have a structure that the whole company can use in their content planning. As part of this masterclass we will build out the notes into a training tool for you and your team.

Building commercial editorial solutions

Helping you and your team unlock the breadth of online marketing tools at your disposal, building them into a series of packages – an Academy masterclass

In this session you'll answer a range of different client briefs, building up a series of online marketing tools and proposals that you can then use in real campaigns. This intensive Academy gives you:

- The opportunity to think independently about the solutions you have
- Reasons to expand beyond your core advertising formats, using for greater creativity
- Models to follow for future pitches

As part of our work we will turn this into documents that can guide you in future proposals.
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Digital Classroom for your team

To help participants manage their learning we will create a simple password-protected learning resource space on the DigitalTrainingAcademy.com website. This will include course management documents and outputs from workshops. We will use this to act as a focus for discussion outside of the classroom.

Your Digital Editorial & Content Academy learning model

Syllabus and learning time

Your class at the Digital Editorial & Content Academy (advanced)

- The target size for a group 10-12
- Our training needs analysis will confirm they are at the right level
- They will need to be familiar with the firm's products and services
- They must have been involved in online advertising sales for at least six months, but this Academy is aimed at people with two years or more of experience
- They will need to have outputs that can help them work more effectively straight away: these will include the workshop outputs about how web media are traded, packaged, counted and delivered.

Learning outcomes

Orientation level understanding of the business of online publishing.
Orientation level understanding of the role of content in building revenues.
Orientation level understanding of the benefits of online content.
Deeper understanding of the language and jargon for online media.
Deeper understanding of the data and analysis that goes with web analytics.
Orientation level understanding of the strengths and sales case for online content.
Further learning outcomes to be determined from the training needs analysis.

Approach

Academy orientation	Orientation 0.25hrs
Pre-Academy reading & exercises	Learning time 2 hours (self study)
Digital's Breakfast Academies	Learning time 1.5 hours (classroom)
A two day Digital Editorial & Content Academy (classroom)	Learning time 15 hours
Assignment 1	Learning time 2 hours (self study)
Assignment 2	Learning time 3 hours (self study)
Membership of the Graduate Programme	Learning time 3.5 hours (self study)
	_____
	Total Academy study time 27.25 hours

Academy Days

Number of Academy days	2 (plus breakfasts, self and guided study)
Maximum number of participants per academy	15

Digital Toolkits delivered as part of the Academy

Content models, Sub-editing guidance notes, Key issue analysis, Parking boards

Ask us about related Academies we can add to your programme later; our learning is in modules so it builds easily

Digital Media Sales Academy (Advanced)
Strengthening your sales management team with the knowledge about how the online markets are changing is key to effective planning. Even a great sales director can be lost in the maze of analytics, video, search and affiliate marketing. Get the knowledge to the right level and not only does each person's productivity increase within the team, but the whole crew comes together to deliver better results. This practical Academy gives directors what they need.

Digital Media Planning Academy
On this advanced academy we'll be drawing on our media planning academy.

Learn how online media planning builds on the familiar concepts of reach and frequency from traditional media. Discover how you can get your media space to work harder for you on the web.

Find out what's worth tracking and why there are many false friends when it comes to accountability. Follow our hints and tips and discover what you need to know.

Digital Advertising Trafficking Academy
Designed for newcomers to the world of online ad trafficking, getting you up to speed with ad traffic processes and giving you a framework you can apply to future campaigns. This hands-on course for advertising operations teams teaches the basics of advertising trafficking and scheduling. It's an orientation to the principles and theory, and a roadmap for applying them to your workflow. You'll see how popular toolkits work and get a clear picture of how trafficking fits into the bigger picture.

Digital's Report Card: grades for our team, insight for your management team

Your Academy Report Card

At the Digital Training Academy our aim is to change the way your firm behaves. This means developing a range of tools for knowledge handover that go far above and beyond traditional course feedback.

Digital's Academy report card

For each team being trained there is a comprehensive training debriefing report that summarises their comments about how they found the course and what worked best for them.

Group training plan

A second report explores the training needs highlighted by the group and blends in our own perspectives about the needs they have moving forwards.

Parking board – ideas for the management team

A third report – from our parking boards – details the other issues raises by your teams during training. This includes a key issue map for senior management team and highlights areas raised on the course but beyond the scope of training. If requested we can include our solutions about approaches for tackling many of the problems. These notes can prove useful for product development, healthchecking the business processes that are in place or gaining additional input for tactical and business planning.

Your Academy Report Card
For each team being trained there is a comprehensive training debriefing report that summarises their comments about how they found the course and what worked best for them.

A second report explores the training needs highlighted by the group.

A third report – from our parking boards – reports the other issues raises by your teams during training. These notes can prove useful for product development.

The fourth and final report covers how to roll these lessons into the structure of the monthly sales routine.

Management review: with senior management steering group

This de-briefing to stakeholders is an essential element of the knowledge transfer that sets the framework for future development of the team and the augmentation of the training into their working environment. The workshop includes:

- Review of the course
- Development map for incorporating the learning into routine business activity
- Training feedback report
- Strategic issues for the group

Research materials may be delivered as part of this workshop. The workshop will be at least an hour and is only intended for a small group of senior executives.

Graduate programme

We'd suggest a final Digital Academy Breakfast as a close to the Academy Programme. This would act as an informal graduation with presentations of certificates and the outstanding student awards.

Training certificates and qualifications

All executives receive training certificates detailing what was covered in the course.

The qualification ladder includes four courses:

Digital Media Sales Academy - Orientation
Digital Media Sales Academy - Advanced
Digital Media Sales Academy - Masterclass
Digital Publishing Strategy Academy

Digital Training Academy: CPD reading

We encourage Academy participants to read more broadly about contemporary marketing and digital media

Opinion: Meet the Digital Thought Leaders

Graduates get a subscription to our regular Thought Leadership interviews explaining what key opinion formers believe the market is doing. Craig Newmark takes us behind the scenes at the classifieds website Craig's List and web analyst Jim Sterne shows how any firm can unlock more value from their site.

Your commitment

Let's get started! With a free training needs analysis

"I would like you to run a training needs analysis ahead of an in-company Digital Training Academy programme. We're committed to helping improve our team's ability in digital marketing, publishing and commerce. I will be part of the steering group for the project and will give the time needed to ensure we maximise the benefit, and I have the authority of my organisation to agree to the terms by which it is offered."

Signature　　...

Your name　　...

Organisation　...

Date　　　　　...

Next steps? Start today...

1. Fax or email this sheet back to register your interest so we can run your training needs analysis
2. Indicate the target dates for an academy as we get booked many months in advance
3. Call our Academy managers if you need more information
4. Consider possible dates for your in-company Academy
5. Find out which related teams might benefit from joining the Academy
6. Return the paperwork we will then send you to confirm the Academy booking

Jargon Busting!

Always a popular module on our Digital Training Academies. We don't just give you the meaning, we explore the context until you're confident you can explain it to their colleagues.

Look out for prizes to the learner who's found the geekiest piece of jargon this month.

DIGITAL TRAINING ACADEMY
The knowledge transfer business

Our company support programmes includes

- Coaching and mentoring for senior management
- Customised in-company training programmes
- Management clinics for critical issues
- Workshops for staff at all levels
- Research briefing services
- Training and development

If you have any questions about our approach to training, or the detailed content of the course then download our training prospectus or call the team.

DIGITAL STRATEGY CONSULTING

Making sense of a digital world

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