

“Digital marketing offers incredible potential, but everyone has to learn new skills and acquire new knowledge. Companies across Europe have asked us to create these Academies to accelerate their knowledge and understanding. Training has never been more critical to personal and business success.”

Danny Meadows-Klue, Founder & CEO, The Digital Training Academy & Digital Strategy Consulting

#### Autumn Term 2007

**Register now for December public access training**  
**More on [www.digitaltrainingacademy.com/termtime](http://www.digitaltrainingacademy.com/termtime)**

#### **Building stronger digital teams** **Autumn term at the Digital Training Academy**

Delivering online marketing Academies across Europe

We train agencies, consumer brands and media owners in the skills and strategy for getting digital marketing and publishing right. You have 40 one day Academies to choose from that will instantly boost your team's results. Training is practical and focused, covering everything from how to build a successful search campaign, to getting the most from email marketing, to helping media owners sell online advertising. Our directors have taught online marketing since 1996 and run training in fifteen countries. How can we help you get more from online?



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Making sense of a digital world

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The knowledge transfer business

## Autumn term 2007: how can we boost your team?

### Each Academy is designed to improve your business and boost your team

Our Digital Training Academies start with a detailed analysis of your needs, and the creation of an Academy specifically for your business. Before you enter the classroom we will be sending you research, giving you exercises, and building your knowledge. On the Academy day we focus on the 'how to', helping you build your plans and turn your knowledge into results. Your tutor is online after the Academy in a special Digital Classroom just for you. And all Academy participants join our graduate programme, getting regular research to keep their knowledge fresh. We can even deliver strategy reports back to you as the commissioning manager.

### Interested? Simply tick the Academies you like and we'll send the full details...

#### Orientation

- Digital's Orientation Academy – The fast track to learning how the new markets and business models work
- Digital's Executive Orientation Academy – High level workshops for your board of directors

#### Digital's Media Sales Academies

- Digital's Media Sales Academy for 'pure-play' online brands – Getting to grips with online media sales
- Digital's Media Sales Academy for multi-channel media owners – Getting to grips with online media sales

#### Digital's Marketing Academies

- Digital's Advertising Creative Academy – Designing ads that get results on the web
- Digital's Advertising Models Academy – Developing effective frameworks for your ad campaigns
- Digital's Corporate Communications Academy – Getting online right for corporate communications teams
- Digital's Mobile Marketing Academy - Harnessing the power and potential of media targeting
- Digital's Online Marketing Academy – Getting to grips with the power of online marketing
- Digital's PR Academy – Getting to grips with how online fits into the PR mix

#### Digital's Publishing Academies

- Digital's Audience Building Academy – Unlocking the keys to boosting your traffic and retaining customers
- Digital's Blogging Academy – Authoring blogs that get readers and ratings
- Digital's Community & Web 2.0 Academies – Building effective online communities
- Digital's Podcasting Academy – Getting to grips with designing and building podcasting strategies
- Digital's Advertising Trafficking Academy – Creating efficient campaign workflow
- Digital's Publishing Theory Academy - Understanding and harnessing the theory of digital publishing

#### Digital's Media Planning Academies

- Digital's Media Planning Academy - Getting to grips with online media planning
- Digital's Media Targeting Academy - Harnessing the power and potential of media targeting

#### Digital's Search Academies

- Digital's Search Academy for Advertisers – Getting more profitable customers through search
- Digital's Search Academy for Agencies - Getting more profitable customers for your clients through search

#### Digital's Email Academies

- Digital's Email Marketing Academy – Getting to grips with email marketing
- Digital's Email Marketing Retention Academy – Using email to retain your customers
- Digital's Email Publishing Academy – Building effective email newsletters and publications
- Digital's Email Viral Marketing Academy – Creating effective viral marketing messages

#### Digital's Research Academies

- Digital's Research Academy for Advertising Spend- Getting to grips with digital adspend and its implications
- Digital's Research Academy for Data Analysts – Understanding digital research methodologies
- Digital's Research Academy for Online Audience Behaviour – Understanding your customers
- Digital's Web Analytics Academy for Publishers – Using data to increase audiences and improve site design
- Digital's Web Analytics Academy for Retailers – Using data to increase sales and refine site design
- Digital's Web Analytics Academy for Research Analysts – Plugging web data into business intelligence

#### Digital's Strategy Academies

- Digital's Corporate Finance Academy – Understanding and valuing new economy businesses
- Digital's Management and Organisation Academy - Building effective teams and agile structures
- Digital's Trends Academy – Understanding the strategic trends driving the digital economy
- Digital's Web 2.0 Academy – Harnessing Web 2.0 practices and technologies in your business
- Digital's Web Project Management Academy – Running web projects to deliver on time and within budget
- Digital's Web Strategy Academy for Publishers – Understanding the strategic framework for publications
- Digital's Web Strategy Academy for Retailers – Understanding the strategic framework for retail

Are there other topics you or your team are interested in?



#### Digital Search Academy - 5 December 2007

##### Writing smarter search engine advertising plans

We will teach you how to get the most from search engine marketing. You will write a search engine marketing plan, and walk through the detailed steps that are needed in every campaign. There are dozens of tips you can use straight away, and whether you are in a search agency or about to commission a campaign, this will show you what you need. Search is the critical link in customer acquisition and that's why it's become one of our most popular Academies.



#### Digital Marketing Academy - 6 December 2007

##### Harnessing communities & social media for smart online marketing

The digital networked society creates new models for social interaction. Online communities may have been prospering long before the web, but only in the last few years have they crossed into the mainstream. Social software has unlocked the enthusiasm to self-publish, but while every brand now aspires to owning a community, few will ever succeed. Strategy, tips, and planning for brands and agencies to show you what works and what doesn't in online communities.



#### Digital Media Planning Academy – 7 December 2007

##### Writing smarter online media plans

An acceleration course for media planners with less than two years experience. Write stronger online marketing plans straight away, find out where your budgets are wasted, and firm up on the metrics and analysis your clients need. You'll write a sample media plan and you'll see the steps in the process and get the inside knowledge.

Your details

(Fill in your details or simply attach a business card)