

Digital's Media Planning Academy

Getting to grips with online media planning

Digital Training Academy

There is a vast skills gap in the media and marketing industries. It's holding individuals and companies back. Online can be tough; impenetrable language, constantly changing technologies or suppliers, unclear business processes and evolving models for trading. And the pace means that even if you were up to speed six months ago the game will have moved on. That's why we set up the Digital Media Planning Academy: to help swell the ranks of the planning community and help more planners cross over from traditional media by providing top quality, jargon free, leading edge training. In this Academy you'll learn how online media planning builds on the familiar concepts of reach and frequency, but adds new dimensions. 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.

There is a vast skills gap in the media and marketing industries. It's holding individuals and companies back. This Academy helps media agencies train up media planners new to online. Learn how online media planning builds on the familiar concepts of reach and frequency. Discover how you can get your media space to work harder, what the latest thinking on web advertising formats is, what's worth tracking and why there are many false friends when it comes to accountability.

“Online media offers planners incredible precision and formats that leap from the page. In the right hands it's the most powerful tool any marketer can have.”

Online marketer. Danny Meadows-Klue has been pioneering internet advertising for more than 12 years. He helped create the Internet Advertising Bureau in a dozen countries and was the publisher of the UK's first online newspaper. More than 35,000 people have attended his talks and courses, and he created this Academy to help media planners get the most from online.

Media planning training? It starts here.

If you're new to online media planning, then this one day course is designed for you. It crams in the essential knowledge you need, and gives you a framework for developing your future learning. You'll learn the key tools of the trade and get the inside track on what works best. Whether you're new to planning, or crossing over from planning campaigns in traditional media, this conversion course combines a solid grounding with some of the cutting edge thinking in digital media planning.

Key questions we'll tackle

- Are you effectively segmenting and targeting your customers?
- Do you know all the formats available to your clients?
- Have you been unsure about campaign data and reporting requirements?
- Do you get unsettled by all the jargon?
- Are you confident with workflow processes for campaign planning and development?

Course objectives

By the end of this workshop you'll:

- Have a clear process for approaching online media planning
- Be more confident in your use of the tools and the language
- Discover new ways to achieve greater targeting
- Segment your client's customers in new ways
- Appreciate the roles of different channels in integrated marketing communications
- Understand the complete planning cycle

Overview

In Europe, the first online ads were run just over ten years ago, and online media planning was born. Every year, wave upon wave of developments have raised the game, with new technologies and processes expanding the scope of what's possible. Thousands of media planners have crossed over from traditional media channels, and everyone has had to learn the new techniques. The wider world of marketing is now. Learning should be constant, and this course delivers the latest thinking.

Within this course you will learn to:

- Cut through the online media planning jargon
- Develop customer insights that can be applied in your media planning
- Review the classic approach to segmentation
- Navigate the choice of online graphical advertising formats available to you
- Explore the relationship between format selection and creative development
- Understand the variety of search engine formats available

- Appreciate the benefits and constraints of different formats
- Build longlists and shortlists of sites for your media plan
- Experience how one of the audience research tools can help you in site selection
- Explore the targeting potential of web media, including:
 - Contextual relevance and niche targeting within editorial environments
 - Daypart targeting to reach audiences at different times of the day
 - Geographic targeting becoming available through IP addresses
 - Cookies and frequency capping in sequential targeting
 - New potential being created by behavioural targeting techniques
- Understand basic principles of campaign management and workflow, including:
 - The principles of campaign scheduling
 - The typical features of scheduling software
 - Common pitfalls to look out for
- Outline the types of campaign data you'll come across, including:
 - The role of click-through and impression reports
 - What campaign and website audits really mean
 - Why you'll often find discrepancies in the reports from different systems
- Explore some of the more advanced issues, including:
 - Taking campaign integration beyond 'matching luggage'
 - More impactful ways to stand out from the crowd
 - What makes for great online creative
 - Longer term trends emerging in online media planning

“Enjoy the latest thinking in how you can use the incredible diversity of internet advertising formats to get the most from your next campaign.”

Benefits to you and your organisation

Once you've got a more rounded view of online media planning, you'll be better placed to:

- Deliver bigger results for your clients within the same budget
- Devise campaign plans that target the customer more effectively
- Be better placed to retain the media business of your clients
- Make a more effective contribution to the rest of your agency team

Fresh ideas and the wider context

To maintain your edge in digital media planning, we'll also be giving you access to:

- Case studies that show how smart planners have achieved deep integration
- New research about audiences, take up and the trajectory of growth
- Deeper insights into Web 2.0, social media, and their implication for readers
- Ongoing access to our research and news services

What's in your intensive Academy?

Getting to grips with online media planning

You'll get a comprehensive grounding in how online media planning works

Before your Academy begins we'll learn about the specific needs you and your team have to ensure that our lessons are customised to your level of knowledge and the challenges you're facing. You'll learn about where online media planning fits in the online advertising ecology and why there's never been a more important time for online media planners. You'll also discover some of the latest thinking about how the discipline is developing and learn how you can apply this to your own business.

What's the history of online media planning?

Learn about how media planning evolved and build up your understanding of how it is developing.

Getting immersed in the media plan

We'll look at a couple of media plans and get you writing your own. Think about the issues that matter most and how you can tackle them within the resources and structures of your team.

What are the toolkits and approaches for planning internet advertising?

We'll introduce you to some simple frameworks to apply when you approach any new campaign and illustrate how your decision making can be supported by new online planning tools.

What's the anatomy of an internet advertising campaign?

Starting with the simplest form of campaign details we'll look at all of the steps in the process and all the information that advertising operations teams will need to ensure it runs smoothly.

What are the key trends emerging in online media planning?

In a workshop we'll explore the key issues that planners are now wrestling with.

Course exercises

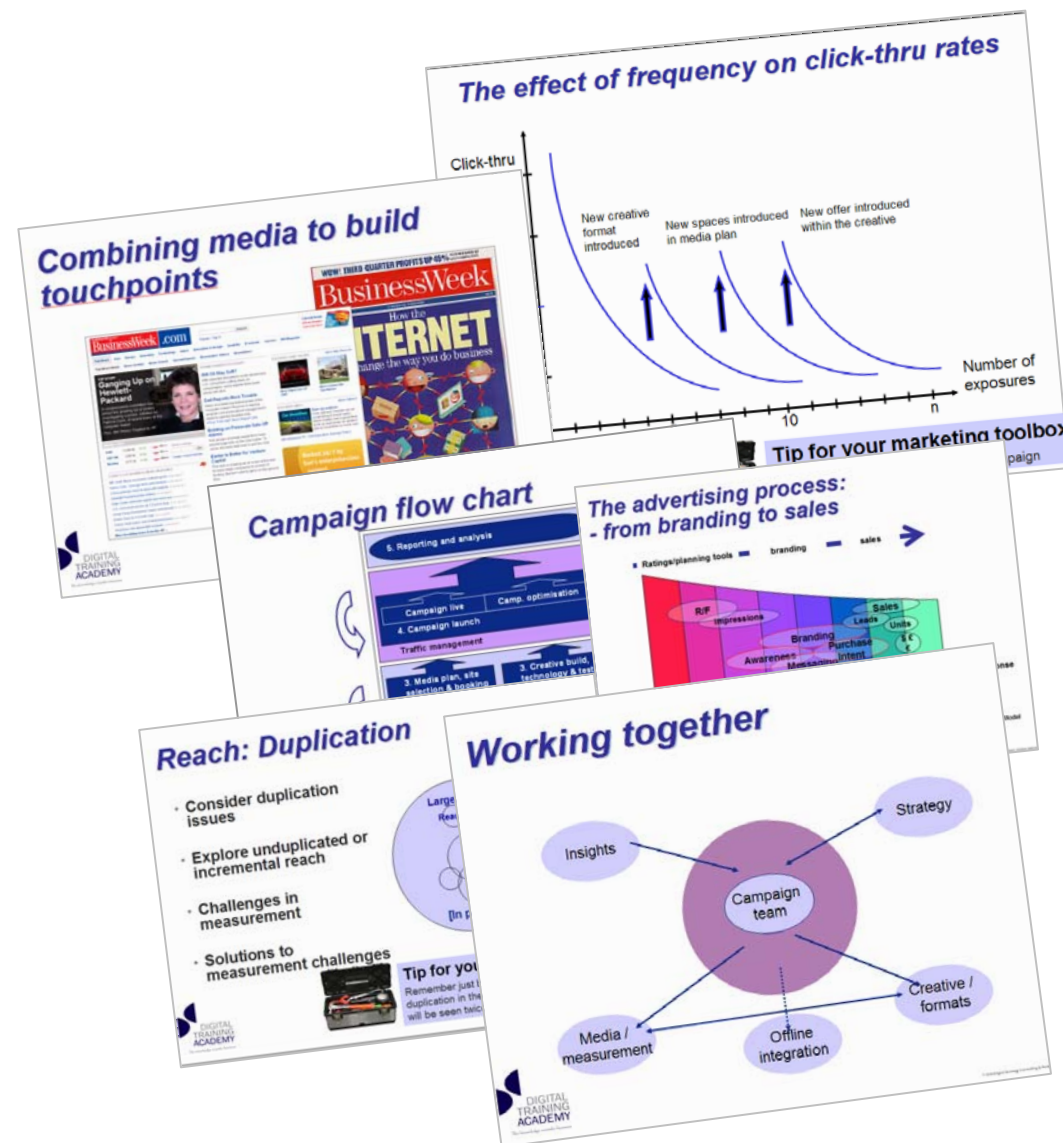
All our Academies include practical exercises that will help you build a template for media plans. In 'Getting to grips with online media planning', we will coach you through the key steps in building an online media plan.

What makes our Academies 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's Knowledge Packs

Your comprehensive training packs will give you all the facts you need and a great reference point for the future. Before you start your Academy you'll receive stimulus materials and exercises from us. You will build your Knowledge Pack up during the course of your Academy so you can focus on the ideas that matter and take notes on the actions you'll implement.



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Why do our Academies transform businesses?

A unique fusion of management consultancy and training

We created these Academies to help change the media and marketing landscape. This Academy wrestles with some of the greatest challenges in business strategy right at the moment it matters most. The fusion of management consultancy and management training will change the way your firm develops its skills and resources in online media planning.

About our blend of lecturettes, seminars, workshops and exercises

Hundreds of firms have benefited from our unique blend of seminars, workshops and exercises. We not only deliver knowledge but turn that knowledge into something you and your team can use straight away. The Academies are intensive, fast paced sessions; we pack a lot in because we know that your time is valuable. We also document and structure the knowledge that comes from your Academy so your team can get more from it.

Training is key

Our Academy courses are designed to materially change your business.

- Participants liken it to six months of on-the-job learning crammed into just one day.
- Get the real insights rather than the sales pitch: unlike discussions with your suppliers there are no hidden agendas - our only goal is growing your skills.
- Enjoy guaranteed first class knowledge: saving you time and money instead of attending more industry conferences with few competitive ideas.

Directing your Academy

For in-company Academies we help you create an Academy Steering Board that will enjoy additional debriefing and feedback after your Academy has been completed.

Just one small improvement in the way you approach your online planning could save you months of work and cover the cost of this Academy.



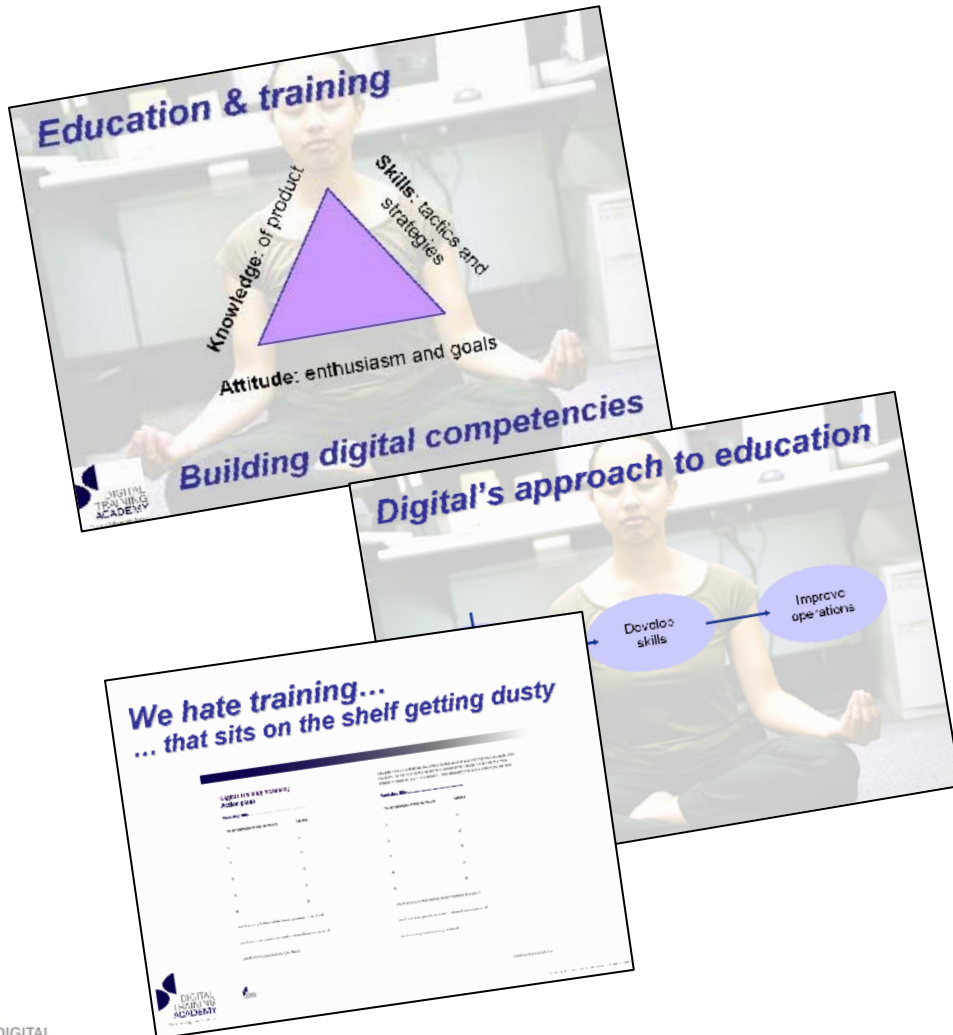
Jargon Busting!

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 your colleagues.

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

Want to know more about our training approach?

We designed this Academy to change the way your business works. Our goals are in transforming your firm and the way you use the digital channels for marketing communications. Using innovative instructional design techniques we'll get your team applying their knowledge and making the most of what they can learn. You'll build these up during your Academy to create a plan of clear actions. We're no fans of training materials that sit on the shelf getting dusty, so we'll sustain the learning momentum by emailing you the latest Insight Reports after the Academy. Using our training should become part of your weekly routine.



Your commitment

Yes! Hold a place for me on the next event

Date of next event

Your name

Organisation

Signature

Today's date

Next steps? Start today...

1. Fax or email this sheet back to register your interest so we can hold a place
2. Call our Academy managers if you need more information
3. Receive your booking email and then confirm your place
4. Get stuck in to your Welcome Pack for this Digital Training Academy

Some important small print

Our in-company Academy courses are subject to a formal engagement letter, the terms of which are on the website or available by email if you would prefer. Here are some of the key terms.

Team: You will have an Academy Manager who will look after your team and the administration of the course. One of our senior associates or managers will be your lead trainer, supported by a researcher and administrative staff. For many academies we have additional expert trainers who supplement the team.

Engagement: The full terms of engagement are available online and on request. Courses can only be booked once we have an agreement in place and dates cannot be guaranteed before bookings have been confirmed. Due to the popularity of the Academies we advise that only early booking can guarantee the dates you would like.

Confidentiality: We cherish confidentiality and in large organisations, the content, views and discussions related to this project will remain confidential to the commissioning managers and not the wider organisation.

Cancellation charges: A cancellation charge of 25% applies if a course is cancelled within 4 weeks of its delivery, rising to 50% in 2 weeks and 100% in the week before.

Disbursements: An additional contribution of 5% will be levied on all course fees for related disbursements, which covers course materials production (for up to 15 delegates) and travel to central London. Additional travel and related expenses are charged for courses delivered outside Central London.

Taxes: All payments are subject to VAT and our standards terms. If you would like your academy to be held outside the UK then ask our team for more details.

Our company support programmes include

- Executive digital coaching for leadership teams
- Customised in-company training Academies
- Senior masterclasses for critical issues
- Workshops for staff at all levels
- Training and skills assessments
- Public access training days

To book a place or find out more about an upcoming event, simply call us or email AcademyManager@DigitalTrainingAcademy.com



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Making sense of a digital world

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