

What Digital training can do for your company

Digital Training Academy Spring 08

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 process 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 media owners, agencies and brands asked us to set up a programme of highly focused digital training that helps firms get exactly the skills they need, right now. The Digital Training Academy have been delivered in more than 20 countries, helping thousands of marketers from more than 50 countries boost their performance. Top quality, jargon free, leading edge training to the future leaders of the media and marketing industries.



The knowledge transfer business

There's a crisis in our industry. There are not enough skilled people, and the skilled people the digital industries have are usually spread too thinly. This slows down their firms and the whole sector. It's the challenge of any young industry, but more extreme in the digital sectors because the dramatic speed of growth has outstripped human resources. Training bridges that gap; helping newcomers get up the learning curve and digital specialists raise their knowledge and skills.



“Training unlocks the potential of your team, and with that your whole business. It's the catalyst that triggers a step-change in the results you get from the digital channels”

Online marketer Danny Meadows-Klue has been at the forefront of digital marketing for more than 13 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 40,000 people have attended his talks and courses, and he set up Digital in 2000 to share this knowledge and expertise with others.

The training benefit

Training unlocks people's potential. It makes those new to the industry good, and those with experience, great. It can have the greatest return of any investment a firm makes because it fundamentally changes how the firm performs. In digital marketing there is a skills vacuum. Many media and marketing executives struggle with online. They may have been excellent in their roles until now, but digital has arrived very suddenly, it's constantly changing and they've nowhere to turn. Even for those already in the industry, training can be a powerful way to confirm existing knowledge, or explore more advanced issues.

One day mainstream marketing degrees will solve this

Like any skills gap, the market eventually solves the need. But right now formal marketing qualifications take too long, they are too general, and the teaching cannot be fresh enough in a sector moving this fast. There are few trainers specialising in digital marketing and most remain too broad, too shallow, or don't talk to the specific needs and challenges of the market right now.

Our approach

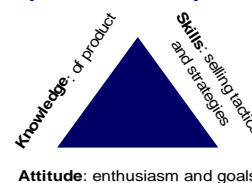
Rather than using academics, we focus on practitioner-led training. This fuses hands-on expertise with deep sector knowledge. Our instructional designers ensure there is clear knowledge transfer and tutors are constantly reviewed to ensure their performance matches client needs.

Digital experts

All our tutors have at least ten years experience in digital marketing. They can teach way beyond the level of the course which means that if learners uncover broader challenges then they'll be well-placed to support them. Our guest lecturers will be similarly well qualified, and have further specialist skills; deep understanding of niche aspects of the industry.

Training is the difference between good performance and great performance. In a young industry it's all the more important and is needed at every level.

The learning triangle Three parts of a competency



Professional training and development in online marketing account management, creativity and development

Our training uses established instructional design techniques for professional development. We focus on all three aspects of a competency in the digital industry: delivering knowledge, enhancing skills and changing attitude.

Open access or in-company training?

There are two ways you can access our Academies: in-company or public access.

Open access courses

We run many of our Academies as public access training every couple of months. These are designed for small firms whose budgets prevent a full Academy being run in their firm, or as a way to bring the occasional new recruit up to speed. Our six most popular academies are now available as public access and for details of the forthcoming dates contact the Academy managers here at Digital.

In-company courses

In-company training has a much deeper impact on the business because we're able to structure the Academy around the specific business goals you firm faces. We'll run a training needs analysis with the key members of your team and work with the commissioning managers to devise a way that training can help conquer a key challenge that you're facing. There's also a wealth of ways we can unlock further value through turning general training workshops into critical issue workshops, using training exercises as a way of building operational plans for your teams, and using our feedback as a way of feeding in to your existing business plans. Some HR directors harness our training as a way to feed into the continuing professional development of their teams, while others have used the learning logs that all participants complete as a way to augment the existing staff appraisal structure. Several Academies can be combined to create a complete training programme for re-orientating your business, motivating your team and underlying your firm's commitment to the digital challenge.

Why train in-house?

- ☑ You can train the entire team cost efficiently
- ☑ The training process unites the team in their goals
- ☑ You can train a wider group; including the people your team interface with so they understand your business better
- ☑ The confidential setting of in-house training enables you to get the most out of your session as:
 - Exercises are customised to real business challenges
 - Training is focused around your specific brands
 - You can address internal strategic challenges
 - All participants can work together to solve problems



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.



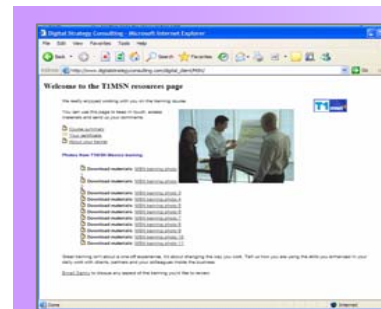
Digital Insight Reports for your team

Before term starts at your academy we'll get your team thinking with a series of research reports that build out their knowledge and contextualise some of the key issues for web marketers and publishers. This will be part of the pre-course reading and will be accompanied by some a recommended reading list. Look out for more in your online classroom.



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. The BBC share what happens backstage, and business leaders debate their issues in digital marketing.



Your Digital Classroom: managing your learning

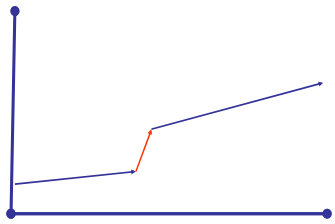
To help participants manage their learning we will create a simple password-protected learning resource space on the DigitalTrainingAcademy.com website. This includes lessons you can take part in before and after the face to face parts of your Digital Training Academy. We'll also place workshop outputs and discussion spaces in the classroom so you can talk with tutors long after the training day has finished. This helps you manage your learning and get more from your training with us.

Training clinics and lifelong learning

We're committed to helping your company perform better. Training should be turned into business tools that kick-start immediate changes in the way individuals, teams and organisations behave. We foster this through training clinics for in-company groups two weeks after the training event has been completed, and can provide additional mentoring support from course tutors. Our management training includes the development of toolkits that can be used by junior executives, along with roadmaps for team development.

“Training is critical to building strong teams and equipping executives with the tools they need for their brands to unlock the potential of digital channels. Training in digital marketing is essential”

Digital's training effect



Enhancing performance now

Is your team ready for the challenges they face in the next six months? Training can prepare offline teams for moving into digital, it can make good digital teams great digital teams and our executive coaching programme can give senior managers the confidential support they need.



Capturing critical issues

On our in-company Academies we run parking boards to capture the issues participants raise that go above and beyond the scope of the Academy. Your Academy Steering Board will receive a full debrief from our tutors which can act as a healthcheck on corporate strategy and flag up operational weaknesses in the delivery of services.

The difference between a skilled and unskilled team in the digital sectors can be brutal. Without the right knowledge and insight, firms put their entire internet investment at risk.

Our knowledge-transfer promise

We weave the training into your business. As business practitioners, we help you to enhance your organisation, embedding what we teach so your team becomes permanently more effective.

What frustrated us about most training is that it is a 'one-off' event, with knowledge often lost soon after the course has finished. Our fresh approach turns many lessons into management tools your organisation can use, and we help your team incorporate this into their monthly routine to let the effects of the training build over time, enhancing the learning of the executives who joined us and giving a solid framework for new team members joining your group. This enables you to see the return that you've got from choosing our course.

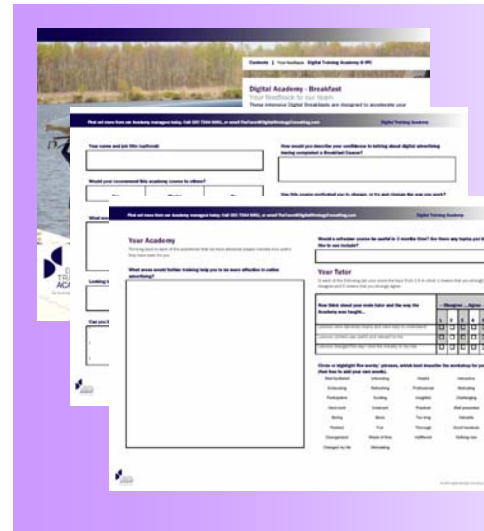
“Digital is happening now and is strong, rapid and large...[but] there is a crisis of human capital in the digital industry”

- Sir Martin Sorrell, on digital platforms



Digital Training Academy

Helping your team get the most from our Academies by structuring a plan of key actions they'll take after training. We hate training that sits on the shelf and gets dusty! For us the goal isn't training; it's changing the way your firm behaves.



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 raised 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.

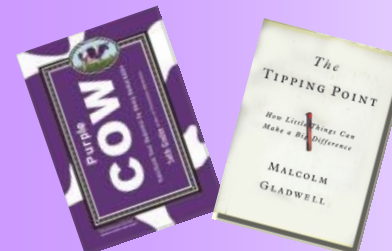


Training certificates and qualifications

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

The qualification ladder includes four courses:

- Digital Training Academy - Orientation
- Digital Training Academy - Advanced
- Digital Training Academy - Masterclass
- Digital strategy workshops



Digital Training Academy: CPD reading

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

Our training programmes include

- Coaching and mentoring
- Customised in-company training Academies
- Senior masterclasses for critical issues
- Workshops for staff at all levels
- Training and development planning

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.



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Making sense of a digital world

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