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Digital Media Sales Academy

Getting to grips with online advertising sales

The Digital Training Academy in partnership with FDIM

If you've had less than two years experience in internet advertising sales then this course is the way to accelerate your knowledge and boost your results. It was created by some of the world's leaders in online advertising, and media owners across Europe and North America have been benefiting from it since 2004. It will change the way you look at internet advertising, help you focus on what really matters, and boost your confidence in online advertising sales.

Even a great sales person can be lost in the maze of metrics, daunted by the jargon and unclear about whether the products being sold will meet client objectives. Overcome these problems and not only does each person's productivity increase, but the whole crew comes together to deliver better results. This practical one day course will cover the basics, answer those unanswered questions and help your team pull together to sell online media effectively.

Enjoy a competitive edge of being on the first Internet Media Sales Academy ever run in Denmark. Book now through the team at FDIM.

Book your place at www.fdim.dk

Or telephone 3271 2070

Tid: Fredag den 19. januar 8.45-17.00

Pris: Medlemmer af FDIM 4.450 kr. (inkl. forplejning, kursusmateriale etc.) Andre: 5.450 kr. (inkl. forplejning, kursusmateriale etc.)

Sted: FDIM, Højbro Plads 10, 1200 København K.



Selling online advertising can be a challenge for even the best salesperson. New trading models, hundreds of advertising formats, unclear workflow processes, and the mountain of jargon: together they can undermine the confidence of a sales team and leave executives confused about what they can sell and what will work. For newcomers to the industry there's lots to learn, and even for experienced sales executives it's vital to keep up with best practice in such a rapidly changing market.

“We created this course to fast-track your knowledge and understanding of how online advertising and sales work, helping you get better results faster and avoiding the potholes along the way. You'll learn new skills, gain deeper insights and become more confident with the products and the sales process”

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 25,000 people have attended his talks and courses, and he created this Academy to accelerate media sales teams.

Training: essential for boosting performance

The Digital Media Sales Academy is the guaranteed way to boost your results. If you're involved in selling advertising for online media then it's the essential way to get the knowledge you need to become more effective. Why spend years learning on-the-job if our team can accelerate your knowledge and understanding today? It's fast, effective and proven. At a time when the whole advertising industry is changing so fast, can you even afford to wait?

Designed by some of the world's pioneers in online advertising, the Digital Media Sales Academy has helped media sales teams from more than 30 countries get online sales right. Our fusion of classic lecturettes, training workshops, cutting-edge insights, and consultancy thinking is a winning formula that will immediately raise your understanding of how web advertising works, and how you can sell more effectively. It lifts your knowledge, raises your skills, and boosts your confidence – the vital ingredients in transforming your business.

Before the Academy even starts you'll receive research papers from us - Digital Insight Reports - and an exercise to get you thinking differently about how web advertising works. We'll also want to know about you, your brands, and the challenges you face. This lets us customise the academy to ensure it covers the issues that matter most to you right now.

We'll answer these questions and more...

- Can you select the right advertising format to pitch to your clients?
- Do you know why great websites often fail to make an agency's media schedule?
- Can you choose the trading model that will give you the best returns?
- Do you know which formats to say 'no' to, and why?
- Can you quantify the effect that targeting techniques will have on your volumes and yields?
- Do you know what behavioural targeting would do to your revenues?
- Can you anticipate the market sectors that are about to switch on to digital?

Meet your Academy team

Danny Meadows-Klue is currently tutoring on this Academy. He created the Digital Media Sales Academy and it's a rare chance to learn directly from him. As well as your Academy tutor, your Academy team also includes our instructional designer, Academy managers, researchers and administrative staff.

What's in your Digital Media Sales Academy?

'Getting to grips with online media sales'

– For executives with less than two years experience in online advertising

This Digital Media Sales Academy includes by pre-course reading, a day of intensive training, online tutoring for participants, and six months access to research. Places are strictly limited.

Getting started

- What rocks and flops online?
Understand the strategic advantages online marketing enjoys over other channels.
- Join our jargon busting crusade!
Cut through internet jargon with clear definitions.
- Wow! I never knew that!
Cool facts to use with your clients. We develop a sales tool your team can use.

From Digital's Research Academy

- Audience research insights
Understanding the time people spend online and the effects of the broadband boom. We look at the effects on web marketing and advertising.
- Advertising research insights
Understand how advertisers are migrating to the web and where they are placing their budgets. We look at the sectors and formats to reveal patterns you can use.

From Digital's Creative Academy

- Creative insights
Understand the creative impact and how client marketing objectives can be harnessed in different ways. We look at what is possible in online advertising creativity, relating the techniques, technologies, and tactics to marketing theory.
- Format selection
In this lecturette we work through the history and development of online advertising formats, from the days before the banner to the future of search products.

From Digital's Advertising Trafficker's Academy

- The life cycle of an online ad
We get to grips with trafficking and scheduling of a campaign, following an ad from concept to conclusion, and consider the implications for sales and support teams.
- Getting to grips with reporting and data analysis
Learn what data and reporting your clients expect now and will need in the future.

The Digital's Sales Techniques Academy

- Understanding the selling points of web advertising
You'll get to grips with the features and benefits of online advertising and come away with ideas you can use straight away.

- Rethinking your own sales proposition
We'll even develop a simple sales tool you can use to help get those marketing messages across; talking the client's language and meeting their objectives.

From Digital's Media Planning Academy

- Getting to grips with online media planning
We look at how web campaigns are designed and how websites are chosen by media planners. We also explore the latest trends in media planning and put you in the agency's shoes.
- Understanding online targeting
This session gives you a grounding in how targeting has developed over ten years and how the new generation of behavioural tools can accelerate media efficiency.
- Integrating digital and traditional media channels
We give an overview of the findings of media-neutral planning research.
- Exploring the models for buying and selling online media space
We review the different trading models such as CPC and CPM and their implications.

From Digital's Classic Marketing Academy

- A recap of classic marketing theory
This update reminds you of the core marketing principles that underlie all advertising campaigns; essential knowledge for media sales teams.
- Web marketing campaign objectives
We examine what clients are looking for and how their online marketing delivers.
- The direct/brand marketing paradox
We examine the implication of online as both a direct marketing and branding tool.

Exercises: Getting into the client's shoes

- The marketing plan: As part of the academy you'll take the role of a client, choosing which formats and tools to use to get the most from an online budget.
- Customer journey analysis
We unpack the journey of a client's customers and examine how online can support the marketing mix, syndicate groups then map this out for their sectors.

Digital's Marketing Futures Academy

- We draw together key strands from the course to let you see how online marketing is developing and what will happen during the next few years. By understanding the key trends and directions you'll be better equipped for what lies ahead.

Not just a one day course...

- For the next fortnight after your Academy you'll have access to tutors online
- For the next six months you'll be given a place on the Digital Training Academy's 'graduate programme', enjoying research and insight briefings by email and discounts at other Academies.
- Personal reviews, learning plans and key issue workshops can also be delivered by your tutor – ask your Academy Director for more information.

Digital Training Academy knowledge packs

Your comprehensive training pack will give you all the facts you need and a great reference point for the future. You'll build it up and annotate the notes during your Academy, and fill it with actions, explaining ways you'll be able to apply the knowledge you have. We're no fans of training materials that sit on the shelf getting dusty, so we'll email you more Insight Reports after the Academy. Using our training should become part of your weekly routine.



Even more reasons to take part...

Our primary focus on this Academy is to fast-track your knowledge to help you sell more effectively. But Academy participants regularly tell us that this Academy, can also:

- Increase and sustain their higher digital advertising sales revenues straight away
- Strengthen existing sales skills
- Boosts confidence and changes attitudes of your fellow team members.
- Aligns the stakeholders behind a clear, shared vision
- Transfers strategic thinking across the team

“Training has never been more important in the media industry. It’s the key to getting your share of the exploding online advertising market”

Booking your place

Book a place for me please!

“I would like you to book me a place on the Digital Media Sales Academy. I'm committed to learning more about online media and online marketing and believe training is the key to boosting performance.”

Signature
Your name
Organisation
Date
Date of Academy

Next steps? Start today...

1. Fax or email this sheet back to the FDIM team to register your interest. They will give you the details of prices and discounts for FDIM members. You will not be charged until you confirm the booking with us but this will reserve a place for you
2. Our Academy team will be in touch to confirm your attendance
3. If you decide to confirm you will be invoiced or can pay online
4. Email your Academy Director if you need more information about the topics or level
5. Once the paperwork is complete you will receive an enrolment pack by email
6. You'll also receive free research about the online advertising market

Book your place through FDIM

Foreningen af Danske InternetMedier (FDIM)

Højbro Plads 10, 1200 København K.

Tlf: 3271 2070, Fax: 3271 2100, Web: www.fdim.dk, Mail: dam@fdim.dk

Some important small print

Our public access Academy courses are subject to the terms and condition which are on the Digital Training Academy 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 on request. In-company academies 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 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.

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.

What to do next?

1. Contact us now to book a place today as space is limited
2. Talk to your team about their needs; look for other colleagues who could use the support of the best training in online media sales
3. Think about the issues that matter most to you and your team
4. Complete the Training Needs Analysis notes that will come as part of your enrollment pack
5. Mail your Academy director with the details of your key issues; we customize all our Academies to ensure they tackle exactly what matters
6. Get started on the pre-course reading to build your knowledge
7. Send your Academy director the full details of you and your colleagues so we can register you for the graduate programme

In partnership

The Digital Training Academy is delighted to be working with Jon Lund and the team at FDIM.

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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 – ‘Getting to grips with’
- Digital Media Sales Academy – ‘Advanced level’
- Digital Media Sales Academy – ‘Masterclass’
- Digital Media Strategy Academy – Four day intensive

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.



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.

Academy graduates enjoy free subscriptions to...



Research: Digital Insight Reports

Our Digital Insight Reports give you the inside track. Recent editions include Digital Europe – tracking the rising in online advertising spend across Europe, Digital Advertising Futures – our forecasts for online advertising growth and digital media substitution, how online is eroding the brands and revenues of traditional media.



Opinion: Meet the Digital Thought Leaders

Our monthly Thought Leadership interviews explain what key opinion formers believe the market is doing. Craig Newmark takes us behind the scenes at the classifieds website Craig's List. Richard Duvall shares his plans for the world's first online bank exchange, and web analyst Jim Sterne shows how any firm can unlock more value from their site.



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