

## What Digital training can do for your company

Digital Training Academy

Spring 07

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 we set up our programme of digital training academies; to provide top quality, jargon free, leading edge training to the future leaders of the media and marketing industries.

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 30,000 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

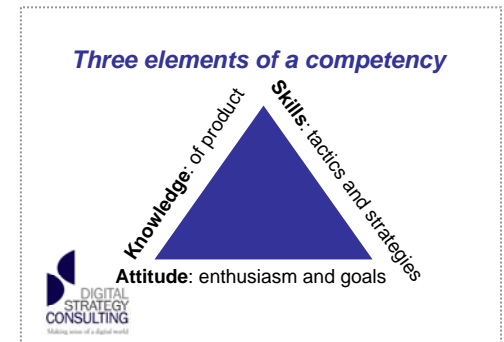
All our tutors have at least ten years experience in digital marketing. They can teach way beyond the level of the course which means that if learners uncover broader challenges then they'll be well-placed to support them. Our guest lecturers will be similarly well qualified, and have further specialist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

### Training builds competency

Our training:

- Develops knowledge
- Builds skills
- Changes attitudes

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.



## Passionate about digital; expert in training

Being leaders in the digital industry is not enough to guarantee effective training. Go to a conference and you'll hear speech after speech from industry leaders, but how much of it will you remember the next day?

Our training uses sophisticated instructional design techniques to ensure knowledge is transferred and that the learning sticks. During our Digital Training Academies we move learners around the learning cycle, examining theory, trying things out, reflecting on the experience and drawing conclusions. All learners are equipped with action logs and coached to convert what the course covers into tasks to complete in-company afterwards.

## Digital Training Academy courses; three standard levels, three standard durations

- Orientation days and half days
- Intensive one-day courses
- One week programmes

We also run short executive briefings for senior managers.

Each course can be delivered at three levels:

- Orientation (those new to the sector)
- Intermediate (those with some experience)
- Advanced (experienced practitioners)

For in-company courses a training needs assessment is carried out in advance and courses are heavily customised around specific business goals. For public access courses we will work with our training partners and the learners themselves to ensure effective streaming.

### What makes our courses so effective?

- ☑ Leading trainers and freshest thinking
- ☑ Customised learning plan based on comprehensive training needs analysis to focus on the specific skills, knowledge and attitudes your team need
- ☑ Tailored to take into account the experience of your participants, from the most senior executives to the newest juniors
- ☑ 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
- ☑ Qualification ladder for further learning



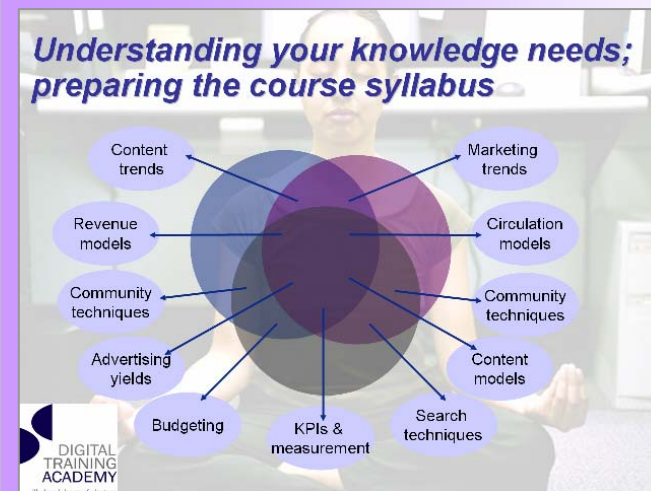
## Jargon Busting

Always a popular module on our courses. We don't just explain the meaning, but we explore the context until the learners are confident they can explain it to their colleagues.



## Building stronger teams

Digital managers on one of our pan-European Digital Marketing Training Academy courses.



## Customised in-company Academy

We customise your training according to business goals and your team's specific experience.

## Open access or in-company?

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?

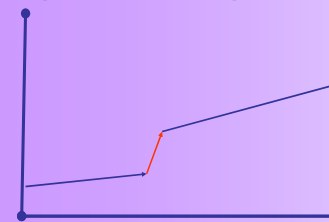
- ☑ You can train the entire team cost efficiently
- ☑ The training process unites the team in their goals
- ☑ You can train a wider group; including the people your team interface with so they understand your business better
- ☑ The confidential setting of in-house training enables you to get the most out of your session as:
  - Exercises are customized 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

## 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

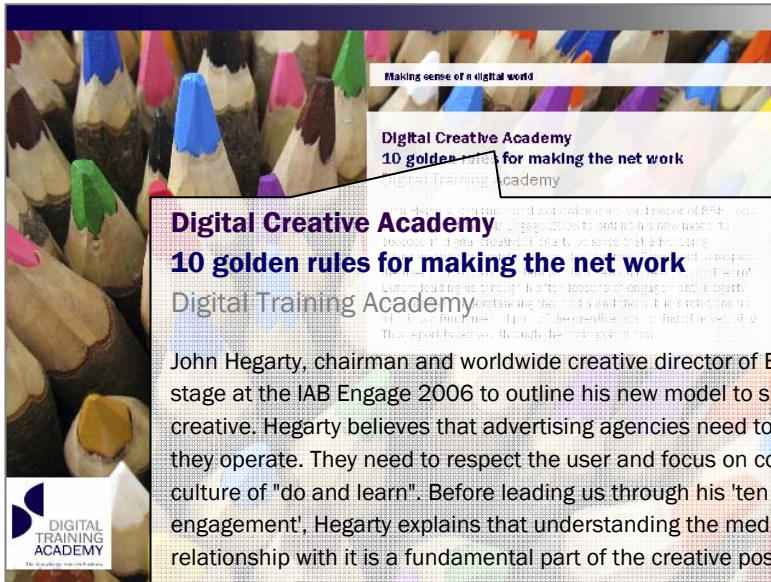
Is your team ready for the challenges they face in the next six months? Training can prepare offline teams for moving into digital, it can make good digital teams great digital teams and our executive coaching programme can give senior managers the confidential support they need.



## 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.

# Example academies to suit specific needs



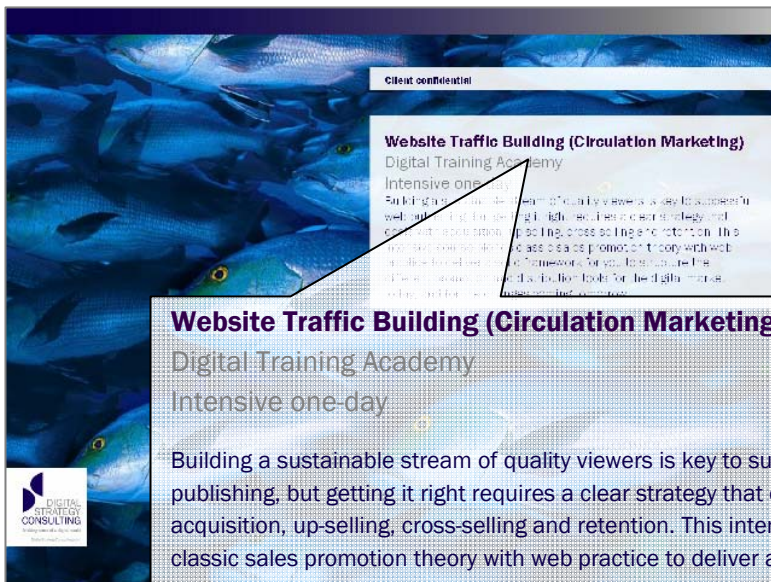
## Digital Creative Academy 10 golden rules for making the net work

John Hegarty, chairman and worldwide creative director of BBH, took to the stage at the IAB Engage 2006 to outline his new model to succeed in digital creative. Hegarty believes that advertising agencies need to change the way they operate. They need to respect the user and focus on content within a new culture of "do and learn". Before leading us through his 'ten lessons of engagement', Hegarty explains that understanding the media and the public's relationship with it is a fundamental part of the creative positioning of advertising. This report takes you through the main points now.



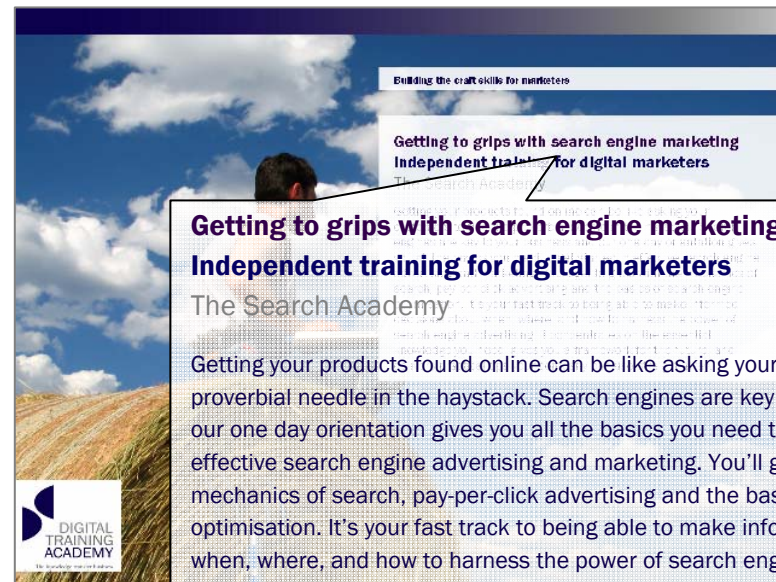
## Digital Media Sales Academy Getting to grips with online media sales

Strengthening your team with the knowledge about how the online markets work is key to unlocking pent-up potential. Even a great sales person can be lost in the maze of metrics, daunted by the jargon and unclear about whether the products being pitched will meet client objectives. Get the knowledge to the right level 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.



## Website Traffic Building (Circulation Marketing)

Building a sustainable stream of quality viewers is key to successful web publishing, but getting it right requires a clear strategy that deals with acquisition, up-selling, cross-selling and retention. This intensive course blends classic sales promotion theory with web practice to deliver a solid framework for you to structure the different promotion and distribution tools for the digital market today, and for the changes coming tomorrow.



## Getting to grips with search engine marketing Independent training for digital marketers

Getting your products found online can be like asking your customers to find the proverbial needle in the haystack. Search engines are key to your business and our one day orientation gives you all the basics you need to get started in effective search engine advertising and marketing. You'll get to grips with the mechanics of search, pay-per-click advertising and the basics of search engine optimisation. It's your fast track to being able to make informed decisions about when, where, and how to harness the power of search engine advertising. It concentrates on the essential knowledge you need, gives you a framework for the future, and delivers practical tips your company can use straight away.

## 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.

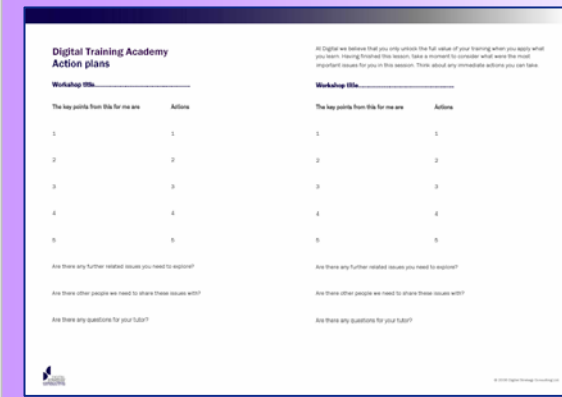
What frustrated us about most training is that it is a 'one-off' event, with knowledge often lost soon after the course has finished. Our fresh approach turns many lessons into management tools your organisation can use, and we help your team incorporate this into their monthly routine to let the effects 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.



## 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.



Making sense of a digital world

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