

“The changes coming in the next five years will dwarf those of the last ten. Most companies are wholly unprepared; under-investing in the very people who will guide them through the biggest challenges their firm has seen. Training has never been more critical to personal and corporate success.”

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

Summer prospectus 2007 | And the chance to win another bottle of champagne!

## Summer school at the Digital Training Academy 2007 Shape up for the summer

Updated list of Academy courses

What are your plans for training and development this summer? Could you and your team achieve more with the help of expert training from the leading digital marketing and media training specialists? Simply check the boxes and we'll send you the full details of each Academy.



**DIGITAL  
STRATEGY  
CONSULTING**

Making sense of a digital world

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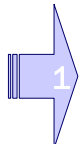
**DIGITAL  
TRAINING  
ACADEMY**

The knowledge transfer business

## Our 2007 Academies: which would help your team?

### Each Academy is a programme of support that changes your team

Our Digital Training Academy Programmes start with a detailed analysis of your needs, and the customisation of your Academy. Next we'll deliver pre-course reading, before one or two days of intensive training. Afterwards there's post-course strategy materials and extra online tutor support. All Academy participants gain membership of Digital's graduate programme and enjoy a steady stream of research to keep them briefed with what's happening in the industry. We also deliver 'key issue' reports to the training commissioners.



### Tick the Academies you're interested in and we'll send the full prospectus.

#### Orientation

- Digital's Orientation Academy – The fast track to learning how the new markets and business models work
- Digital's Executive Orientation Academy – Fitting digital channels into corporate strategy

#### 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 retailers
- Digital's Web Strategy Academy for Technology Vendors – Understanding the market framework

#### Publishing Academies

- Digital's Advertising Trafficking Academy – Creating efficient campaign workflow
- 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 Publishing Academy – Building effective online communities
- Digital's Podcasting Academy – Getting to grips with designing and building podcasting strategies
- Digital's Publishing Theory Academy- Understanding and harnessing the theory of digital publishing

#### Media Sales Academies

- Digital's Media Sales Academy for Pureplay Digital Brands– Getting to grips with online media sales
- Digital's Media Sales Academy for Multi-channel Media Brands– Getting to grips with online media sales

#### 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

#### 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

#### 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

#### 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 – Understanding how to create viral marketing messages

#### 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 & improving 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

Are there other topics you or your team would like training in?

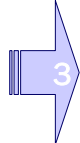


### Getting the level right: are your team newcomers, experienced or expert?

Our academies are customised to fit your exact needs. help newcomers get to grips with the subject matter or can be set at an advanced level to help those already experienced improve their skills significantly. Masterclass versions are available on a bespoke basis for the most experienced practitioners and their directors who need some deeper insights.

Are your training needs generally at the level of: (Please circle)

Orientation       Advanced       Masterclass       Executive coaching



### Remember to include your details

Your name (Fill in your details or simply include a business card)

Your job title

Your company

Your email address