



DIGITAL - A ONE DAY TRAINING COURSE

Course RDDIG/01

ALL YOU WANTED TO KNOW ABOUT THE WORLD OF DIGITAL BUT WERE AFRAID TO ASK

- Are you uncertain whether and how your brand should play in social media?
- Do you know what a micro site should cost?
- What does “intuitive navigation” mean and do agencies read into it when it appears on a brief?
- How do you know what you should be paying when the digital market place is so young?
- What are good reference websites and why?
- Are you concerned that you do not understand your digital agency’s costs sufficiently well enough to understand what a good price should be?

WHO SHOULD ATTEND?

- Marketing professionals who have a digital component in their marketing mix or are considering it
- Procurement professionals who support marketing

TRAINING OBJECTIVES

- To build the confidence and capability of all attendees in managing digital agencies and digital costs
- To provide a substantial overview of the digital marketplace
- To answer specific issues raised by attendees in order that they have a deeper understanding of the area of digital that concerns them most
- To enable attendees to have a real appreciation of what motivates digital agencies and how to get the best from them
- To give attendees a commercial framework within which they can assess digital costs and agency pricing
- To give practical guidance on what “good” looks like in different aspects of digital and what impact “good digital” can have on a brand strategy

PROGRAMME CONTENT

- Digital Overview
- Deep dive into elements of digital (as required by attendees)
- Digital cost benchmarks
- Making digital work for you highlighted by good and bad digital examples
- Briefing in digital

DELIVERED BY



Rosie Doggett and Richard Davis of RD Squared; expert trainers with top agency and procurement backgrounds with 45 years experience in an array of industries from retail to FMCG, from finance to fashion.

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