

Digital Community Academy **Building sustainable online communities**

Management training with The Digital Training Academy

Suddenly every web publisher wants a community on their site. Web 2.0 has washed over the industry like a tidal wave, but building the software is only the starting point for building a community. In Digital's Community Academy we look at some of the most vibrant communities and explain the rules and structures for creating successful communities. We look at why and how members belong to communities and what you as the architect need to do to make this work for your sector. This combination of hands on practice with the underlying theory will put you and your colleagues in the right place for developing your own online communities over the year.



The knowledge transfer business

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“The internet creates a new level of social interaction; harness it and it will transform not only your website but your whole business.”

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 30,000 people have attended his talks and courses, and he created this Academy to accelerate online community building.

Community management training: a great start

The Digital Community Academy is the guaranteed way to boost your results. If you're involved in developing or running online communities then this is a chance to get an overview of the issues, structure your thinking, see some of the best in best-practice and improve your own vision. 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 marketing and media industry is changing so fast, can you even afford to wait?

Designed by some of the world's pioneers in online communications, the Digital Community Academy is a fusion of classic lecturettes, training workshops, cutting-edge insights, and consultancy thinking. It's a winning formula that will immediately raise your understanding of how web communities work, and how you can harness them more effectively for your own business. It lifts your knowledge, raises your skills, and boosts your confidence – the vital ingredients in transforming your results.

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 online communities work. 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...

- What's the history of online communities?
- What is the structural format of a community?
- Why do some communities succeed and others never get going?
- How do you get communities started?
- What resources does a community take to run?
- What's the role of moderation in blogs, forums and chat?
- What are the common mistakes in building communities?
- How do you keep communities on track?
- What's the relationship between communities and other parts of the Web 2.0 landscape?
- What are the commercial models behind communities?
- How do I build a vision for my community?

Building sustainable online communities

What's in your intensive Academy?

You'll get a comprehensive grounding in how communities work

Before your Academy begins we'll learn about the specific needs you and your team have to ensure that our lessons are customised to your level of knowledge and the challenges you're facing. You'll learn about where Communities fit in the online ecology and why there's been such an explosive growth in the last eighteen months. You'll also discover some of the thinking behind them and learn how you can apply this to your own business.

What's the history of online communities?

Learn about where they've come from and you are better placed to judge how they'll develop.

Getting immersed in a community

We'll look at a couple of communities as casestudies to explore how they work and what makes them tick.

What are the models for online communities?

We'll introduce you to some simple frameworks to apply when you review any new community.

What's the anatomy of a simple user generated space: the blog?

Starting with the simplest form of online community, we'll build out the rules and challenges that community managers face using practical examples from contemporary communities.

What is Web 2.0 in practice and where do communities fit?

We explore the concepts behind Web 2.0 and explain three key strands of Web 2.0 media: social networking, collective intelligence and user generated content. What are the best practice examples in each? How are they being applied in different sectors?

How do the We 2.0 technologies impact community publishing?

Learn about how RSS, widgets, blogs and a range readily usable technologies can be deployed straight away on your site. We'll consider the implications for this and what else to expect along the way.

How are the formats of postings and files evolving

See how formats have migrated to rich video, but why the simplest interactive techniques still work.

What does this mean for data and site structure: folksonomy and taxonomy?

Site design begins with getting the data structure right and in this session we look at the new approaches.

How do you harness collective intelligence?

As the owners of the community you can unlock even greater value. In this workshop we examine how the activity of a community can be structured into a resource for your business; how to unlock hidden value.

What are the structures for community management?

Just like real world communities, online environments create their own structures and hierarchies. By reviewing different approaches we'll help you see ways of applying these in your business.

How do you get your measurement metrics right?

We'll help you review the ways you can measure the effectiveness of communities, structuring them to cut through the metrics jargon, demystifying the terminology. We help you get the metrics right.

What are the audience behaviours in social media?

Using research insights from many countries we uncover the key trends emerging in how people are using online social networks and the new social spaces.

What are the business models for online communities?

Translating activity into return on investment will vary with the aims of your business model. We look at a series of social networks that have managed to deliver this.

“Combine the freshest thinking with practical ideas right for your sector today”

What are the key trends emerging in online communities?

In a workshop we'll explore the key issues that emerge for your community.

Online brands we'll explore as part of this Academy

There are dozens of case studies and sites we'll look at. Here are just a few: Ebay, Flickr, Gamespot, STA, Habbo, CNET, Guardian, Amazon, AOL, Del.icio.us, Epinions, WhatCar, Doctors.net, Nature, Wikis, ZDNET

Course exercises

All our Academies include practical exercises that will help you change the way your firm behaves. In 'Building successful online communities', we will coach you through the review of community structures, policing and management practices, harnessing collective intelligence and strategy reviews.



Capturing your ideas

In many Digital Training Academies, we act as facilitators to help you devise more robust digital strategies. As part of our courses we can capture these ideas, and channel all the energy of the training sessions into knowledge you can use back in the workplace.

Digital Community Academy

Building sustainable online communities

Management training with The Digital Training Academy

Digital Knowledge Packs

Your comprehensive training packs will give you all the facts you need and a great reference point for the future. Before you start your Academy you'll receive stimulus materials and exercises from us. You will build your Knowledge Pack up during the course of your Academy so you can focus on the ideas that matter and take notes on the actions you'll implement.



“Relevant examples show you how other web publishers have taken the energies of their audiences and harnessed them into value-creating communities”

Not just a one-off training event...

- In the week before your Academy you'll receive Digital Insight Reports from us
- Immediately before your Academy you'll receive some exercises to get you going
- The Academy will combine homework exercises you can take further
- 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 Manager for more information
- A six monthly refresher day can be programmed into your Academy

Why do our Academies transform businesses?

A unique fusion of management consultancy and training

We created these Academies to help change the media and marketing landscape. This Academy wrestles with some of the greatest challenges in business strategy right at the moment it matters most. The fusion of management consultancy and management training will change the way your firm develops its strategies in online communities.

About our blend of lectures, seminars, workshops and exercises

Hundreds of firms have benefited from our unique blend of seminars, workshops and exercises. We not only deliver knowledge but turn that knowledge into something you and your team can use straight away. The Academies are intensive, fast paced sessions; we pack a lot in because we know that your time is valuable. And we also document and structure the knowledge that comes from your Academy so your team can get more from it in the longer term.

Meet your academy team

Danny Meadows-Klue is currently tutoring on this Academy. He created the Digital Community and Web 2.0 Academies and it's a rare chance to work directly with him. As part of your Academy team there are further tutors, instructional designers, a dedicated Academy manager, researchers and support staff.

Training is key

Our Academy courses are designed to materially change your business.

- It's like six months of on-the-job learning crammed into just one Academy.
- Get the real insights rather than the sales pitch: unlike discussions with your suppliers there are no hidden agendas - our only goal is growing your skills.
- Enjoy guaranteed first class knowledge: saving you time and money instead of attending more industry conferences with few competitive ideas.

Directing your Academy

For in-company Academies we help you create an Academy Steering Board that will enjoy additional debriefing and feedback after your Academy has been completed.

And a Digital Classroom just for you

We're the Digital Training Academy; you wouldn't expect anything less. Your online learning centre is password protected and will act as a scrapbook for your team during the Academy. Exercise outputs will be posted there and additional discussions can take place in these password protected online spaces.

Just one small improvement in the way you approach your community could save you months of work and cover the cost this Academy!

“It's a rare chance to get your team skilled quickly in a management discipline that will be critical for the whole business over the next few years.”

What makes our Academies so effective?

- ✓ Leading trainers and freshest thinking
- ✓ Focused just on the topics that matter right now
- ✓ Customised masterclasses based on the needs of senior executives
- ✓ 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

Further 'Community' and 'Web 2.0' services

How else can we help your business

Here are some of the topics and areas we can cover:

Digital Web 2.0 Breakfast Academy

- An executive briefing on Web 2.0 for senior executives

Digital Community Breakfast Academy

- An executive briefing about Online Communities for senior executives

Digital's Community Strategy Development Workshop

An intensive series of workshops to build out the framework for your online community based around a flexible customised programme that typically includes:

- Vision mapping,
- Strategic advantages and SWOT analysis
- Resource requirements scoping
- Critical weakness analysis
- Competitor modelling

Digital Strategy Critique

- We'll annotate your existing plan with a series of questions your team may want to address before progressing

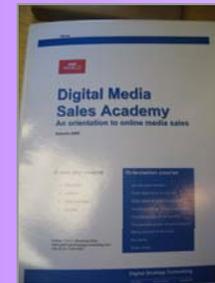
Digital Strategy's Management Support Services

- Many of our tutors can also assist in implementation challenges you are facing
- If you need additional resources to help make things happen after our Training Academies then simply ask your Academy Manager



Training certificates and qualifications

All executives receive training certificates detailing what was covered in the course. These are part of the consistent structure of Digital Training Academy courses that hundreds of digital media and marketing teams have now benefited from.



Digital Knowledge Packs

To help accelerate your learning, all participants receive an extensive pack of research, reports and training materials. We aim to make your training more efficient by structuring and codifying the knowledge you need.

Delegates enjoy a free subscription to...



Research: Digital Insight Reports

Our Digital Insight Reports give you the inside track. Recent editions include Digital Europe – tracking the rise 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.



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 their colleagues.

Look out for prizes to the learner who's found the geekiest piece of jargon this month.

Interested in related Digital Training Academies?

With forty Academies to choose you you might like us to include some of these

In-company Academies can be customised to suit the specific needs of your team. For this Academy we're often asked to build in additional lessons for related topics that will help make it a success for your team.

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.

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 marketing creativity, relating the techniques, technologies, and tactics to marketing theory.

From Digital's Media Planning Academy

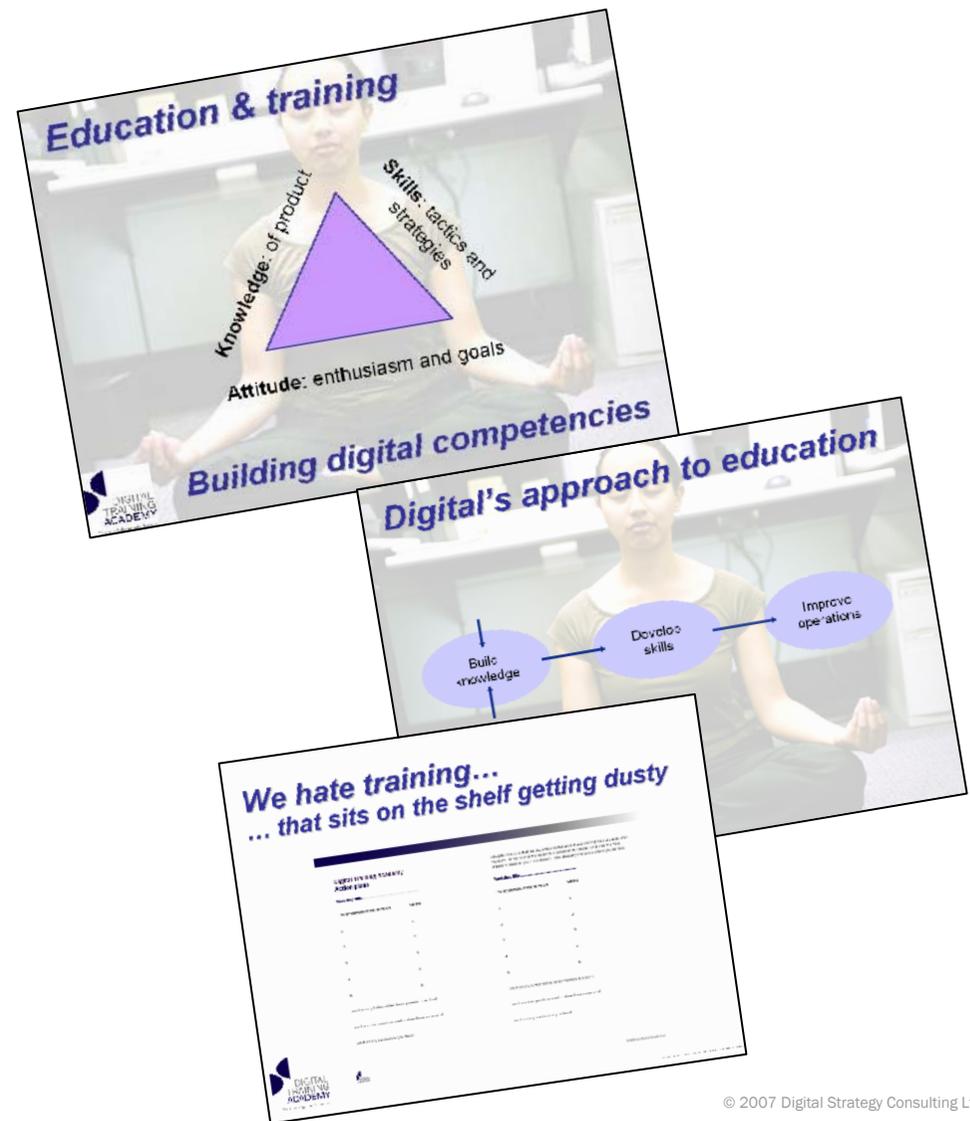
- Getting to grips with online media planning
We look at how web campaigns are designed and how websites are chosen by media planners. We also explore the latest trends in media planning and put you in the agency's shoes.

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.

Want to know more about our training approach?

We designed this Academy to change the way your business works. Our goals are in transforming your firm and the way you use the digital channels for marketing communications. Using innovative instructional design techniques we'll get your team applying their knowledge and making the most of what they can learn. You'll build these up during your Academy to create a plan of clear actions. 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.



What to do next?

Call us straight away. Here are the steps we'll follow:

1. If you are interested in an in-company Academy then contact us straight away. Many of our tutors are booked several months ahead, let us know straight away so we can arrange provisional dates.
2. Talk to your team about their needs; look for other colleagues who could use the support of this training and form your Academy Participants Register.
3. Complete the paperwork to confirm your Academy.
4. Think about the issues that matter most to you and your team and talk with your Academy Manager so we can customise the syllabus to suit your needs.
5. Complete the Training Needs Analysis notes that will come as part of your enrolment pack; use this to guide your Academy Manager on further customisation.
6. Get started on the pre-Academy reading to build your knowledge.
7. Open the door to your Digital Classroom using the access codes your Academy manager will send.
8. Tackle your first Academy exercises in the week before your Academy.
9. Join us on your Digital Training Academy.
10. Participants receive their certificates.
11. Online tutoring continues for two weeks following your Academy.
12. Any Academy exercises you created will be written up and returned to the team during this time.
13. Feedback reports will be collated for your Academy Board.
14. The Academy Board is debriefed by your Academy Manager.
15. Further services such as learning and development plans, reading lists, additional research are then delivered.

Remember you can use your in-company Academy to educate other members of your team, bringing all stakeholders up to speed with these new issues.

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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