



Digital creation/Challenges & processes

Participants:

Pre-requisites:

- Communications (in the broad sense) and advertising background.
- Minimum level of use of the internet and platforms such as Youtube and Facebook.

Profile of the participants:

Agency: project managers/customer relations directors/creative staff

Customer: marketing director, project manager.

Training:

Description:

Just like the internet, digital creation is a subject which is changing fast!

What's changing all the time? Let's try to understand the digital creation context better.

What are the foundations we can base ourselves on to create innovative mechanisms and successful campaigns?

Digital creation relies on web-based social networking to be circulated. How can we make the most of communities?

We can do everything on the web, but not in a haphazard way. Let's get to know interactive activities and talk about working methods.

Finally we'll discover the vectors for innovation and the opportunities that are not to be missed.

Keywords: creation, interactive, social, innovation.

Objectives of the training:

- To have a brief look over the bases and essential concepts.
- To understand what interactivity provides to communication.
- To look at technology and innovation to consider the future of digital creation.

Training plan:

- 1) Context
- 2) Definition
- 3) Method
- 4) Trends

Practical application:

All of the subjects discussed as part of this training will be illustrated by practical cases, cases studies and exercises from your trainer's own field experience.

Duration: 3-hour module

Prices: €400

Trainer(s):

Name of the trainer: Guillaume Merlen