



# Case Study: Digital Media Training Memo

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## Training Memo

The CLIENT, like many corporations, is facing a digital transition. The company website is undergoing a redesign and the web operations are migrating to a new content management system. Staff soon will be expected to manage social media accounts and to publish content via multiple digital channels simultaneously.

In addition, The CLIENT company has outlined a number of goals for FY2011 which will involve widespread adoption and thorough understanding of digital tools:

- Rebrand corporate image to appeal to wider audiences in the U.S. and abroad.
- Develop new sticky audiences and drive new streams of traffic to company content assets including print and web.
- Focus on new ways to harness the mobile market.
- Create new workflows within the CMS to enable smarter automation and efficiency.
- Develop solid strategies for content and page optimization, video delivery, social media and empowering the company to use the latest digital tools.

The purpose of this memo is to outline our approach for a comprehensive training curriculum for The CLIENT. Additionally, several potential training modules and their descriptions are being included. Please note that this is not a formal proposal; rather, this memo is an overview of how Webbmedia Group can help The CLIENT to achieve its near-term goals while still planning for future growth in digital.

This document includes an explanation of our approach to developing training curricula for corporations, our training methodology, descriptions of example training modules, an outline of our fees and direct contact information for several of our past clients.



## Developing a Training Curriculum

Webbmedia Group has worked with a number of corporations to develop a variety of training and scholastic curricula.

Our first step is to research an organization so that we can best understand its particular challenges, opportunities and immediate needs. This process involves a few conference calls with key staff members and the deployment of customized online surveys that are completed by various teams within the organization.

We take into consideration the organization's:

- structure and goals, as well as its near and long-term digital strategy
- staffing/ org chart
- editorial workflows
- technology being used (hardware)
- the content management system(s) and digital asset management system(s)
- IT/ web department capabilities
- business/ marketing department capabilities
- use of social media (tools, key staff, other resources)
- use of mobile (tools, key staff, other resources)
- use of other automated systems
- all third-party digital tools (either enterprise or home-grown) being used

Every organization is different. In order for us to create a meaningful training curriculum, one that addresses the unique needs of your organization, we spend about two weeks researching your group.

Once research is completed, we meet with the organization to discuss our findings: staff's perceived opportunities and challenges, our assessment of actual deficiencies in skills and organizational opportunities, immediate vs. long-term needs, how to set training benchmarks and measuring success, our list of proposed training modules and on-site instructors.



# Webbmedia's Training Methodology

## **Each Session is Personalized For You**

While we have developed more than 50 training modules ranging from topics such as “Digging Deep: Finding Hidden Information Online” to “Social Media Madness!” all of our core modules are totally customized for each client. For example, when we train journalists on how to use Facebook as a reporting tool, we’ll find a local celebrity or person in the news (or even company!) and incorporate his/her profile into our hands-on exercise. Rather than simply talking about SEO in generalities, we’ll instead focus our examples on our audience and explain how the tools we’re showcasing can be immediately used by that organization.

## **We Take the Notes For You**

All attendees to our sessions receive personalized folders full of resources they can use at their desks. Regardless of the session topic, we always include an up-to-date glossary of tech terms (including pronunciations) that explains, in very understandable terms, the most important digital topics of the day. Materials are geared towards each training session, and we even prepare notes for attendees in advance. This way, attendees can feel more relaxed during their training session and can devote their full attention to the content and exercises we’re teaching.

## **We Don't Lecture**

Nearly all of our training sessions are hands-on, because we know that experiential learning is the best way to encourage ongoing use of new digital skills. Our hands-on exercises are typically disguised as something else--for example, an investigative scavenger hunt rather than rote memorization of code and filetype commands--so that attendees are continually engaged without feeling threatened or scared to learn.

## **We Teach to Different Skills**

We realize that everyone comes to training sessions with a different background in technology and varying interests in digital media. For that reason, we’ve developed a unique way of simultaneously teaching the same skills to beginner and advanced staff.

## **We Empower You**

Attendees to our training sessions always leave feeling empowered--and excited!--to continue using all of the new skills they’ve developed. Our goal is to make your staff as excited about technology as we are, so that a digital culture can grow organically within your organization long after we’ve completed our training with you.



## Our Trainers

We know that many organizations like to build training programs from within, using staff who are experts in their particular fields. But there's a problem with this strategy: great practitioners don't always make great teachers. Think back to your least favorite classes in college. There is a good chance that your professor was an expert in astrophysics, but a lousy public speaker. Worse, he probably knew so much about the universe that he could no longer break down complex topics into simple enough terms for a beginner to understand.

Webbmedia Group trainers each have many years of success within their various fields, and most have received numerous awards for their work. They're recognized experts. But what makes our trainers different is that they've each spent hundreds of hours in a classroom setting, teaching complicated digital media concepts to all levels of students. In addition, each of our trainers must complete Webbmedia's internal teaching and learning program. In this intensive program, our trainers practice speaking and presentation, learn experiential learning techniques, master our methodology for personalization, learn how to motivate and encourage students and practice effective styles of communication.

Because Webbmedia Group works with clients all over the world, many of our trainers are fluent in one or more languages and can facilitate training sessions that are either bilingual or those that require languages other than English. All of our trainers carry valid passports and have vast experience traveling throughout myriad countries and cultures. Our training methodology also includes a workflow for assignments that require simultaneous interpretation.



## Example Training Modules

Webbmedia Group facilitates our training sessions using the following guidelines:

- Most of our training modules require 2.5 - 4 hours.
- Training should be conducted in a computer lab or a room free of workplace distractions.
- Participants will need to have access to a reliable wireless or wired network that can be easily accessed.
- Our trainer should ideally have access to ethernet to plug directly into the network; if that is not available, s/he will need a reliable wireless network.
- Our trainer needs to arrive 30 minutes before the start of each session to set up equipment and test the network. We ask that your IT staff is also made available at that time.
- Someone from your IT department should be on hand at the beginning of the training session should participants have difficulty getting online.
- In most cases, the session size is limited to 25 people so that our trainers can give each attendee the personal attention that s/he needs. In cases where session sizes have more than 25 people, we bring an assistant trainer to help during the session. Please note that there will be an additional charge to staff the training session with an assistant.
- If at all possible, we prefer to conduct training sessions on Fridays, Saturdays, Sundays. We realize that it can be difficult to entice staff to spend a weekend day (or days) in company-provided training. However we've found that when training is held in the middle of a busy work week, participants are often distracted by tasks they must complete, other meetings or sudden conference calls, or ongoing work emails sent to their mobile phones. We've found that organizations that hold training sessions on Saturdays typically receive better feedback and that staff are usually more relaxed and learn more during the sessions.
- Some of our multimedia storytelling modules require visiting a location off-site. We work to coordinate a suitable location with you well in advance of the session.
- Attendees each receive a folder full of materials to use both during and after the training session. Folders are sent ahead of our trainer's arrival via UPS, FedEx, DHL or USPS. You will not be charged for materials or shipping/ handling.



Below are sample descriptions of some of Webbmedia Group's training modules.

### **Monitoring Your Brand Using Social Media**

**Time:** 2.5 - 4 hours

**Equipment:** Each participant must have a computer and reliable Internet connection

**Description:** Quick: name the last five social networks where your brand name was mentioned. Don't know? Then you're doing a disservice to your company. Whether you're the corporate communications manager for a Fortune 500 firm or an independent entrepreneur with a startup, we'll show you how to effectively monitor your brand (and all the discussions about it) throughout social networks. You'll gain access to the 5 tools every brand manager must know and we'll show you how to keep track of your brand without losing your workday.

### **Digging Deep: Finding critical information hidden on the web**

**Time:** 2.5 - 4 hours

**Equipment:** Each participant must have a computer and reliable Internet connection

**Description:** Chances are good that you're missing out on all of the critical information hidden on the web. Are you using hidden networks to mine for data? Do you know about the myriad alternative search engines and how to use them? Did you know that armed with only an email address, you can begin to track everything someone does inside of a social network -- even if you're not connected? This training session is a must for anyone who must hunt for information on people: lawyers, teachers, HR managers, journalists, PR reps and more. We'll showcase lots of search strategies and tools. Then, we'll lead participants through more than a dozen hands-on exercises via a challenging digital scavenger hunt!

### **Multimedia Storytelling Basics I**

**Time:** 4 hours

**Equipment:** Each participant must have a computer and reliable Internet connection

**Description:** So you're a print reporter or someone who works for radio. That doesn't mean that you can't also produce multimedia content for the web! We'll show you the basics of creating compelling multimedia for the web. You'll learn how to storyboard, how to get the still photo and video best shots and what to do when you come back to your company. We'll also highlight how to use your mobile phone to do multimedia reporting, and we'll showcase a number of free tools that you can download and start using today!



## **Multimedia Storytelling Basics II**

**Time:** Daylong (8 hours)

**Equipment:** This is somewhat dependent on the organization, however we generally ask that participants have a digital camera, digital video camera, mobile smartphone, laptop computer and various editing and production software.

**Description:** This training session starts with a field trip to a local area of interest. Our trainer will accompany the group and provide hands-on multimedia training and coaching in the field. Participants will come back to the training center with material that they will turn into a digital story. We'll take our multimedia reporting from earlier in the day, combine it with maps and other interactive tools and produce full digital media story packages. Participants will learn basics of multimedia editing, how to add interactive elements (maps, timelines), which social networking tools to add and how to distribute finished stories to the widest possible audience.

## **Search Engine Optimization, Metadata and Audience Building.**

**Time:** 3-4 hours

**Equipment:** Each participant must have a computer and reliable Internet connection

**Description:** In this session, we will discuss in-depth the differences between SEO a few years ago and the latest web changes and newest SEO standards. We will show how search engines rate and rank content, how to write headlines, what metadata to include (and where) and other necessary tips to ensure that your content is being discovered online. We will also discuss aggregators, mobile applications, location and other issues impacting SEO and content discoverability. Participants will learn how to do metrics monitoring and will learn how to use the right information in this intensive hands-on session.

## **Mapping/ Mashups for Beginners**

**Time:** 2.5 hours

**Equipment:** Each participant must have a computer and reliable Internet connection

**Description:** In the past three months, six new mapping tools and platforms have been released that enable content producers to create incredibly detailed, interactive maps.

We're not just talking about putting some comments into a Google Map... what about a map that literally tracks all of your footsteps and, say, helps you learn your MTBS Score? (Your "mean time between Starbucks") Or a map that helps others learn where you and your reporting team are as you move throughout the city? This session will explore all of the innovations in mapping, and we'll try some exciting hands-on mapping activities that go way beyond a simple Google Map. The best part? No programming required! A great session for local business owners, college professors, journalists, local government workers and more!



## **10 Tech Trends**

**Time:** 1.5 - 3.5 hours

**Equipment:** None needed - this is a lecture-style session

**Description:** Heard about geosocial networks? What about mobile digital television? RFID? These are all technologies coming to market in the next few months that stand to impact your work. This invigorating session will showcase ten tech trends that everyone should know. We'll explain what they are, why they matter to you, and how you can start trying them today. We'll bring lots of show and tell items and gadgets, and participants will receive betas and trial versions to use on their own. This has become one of Webbmedia Group's most popular offerings, and we typically perform this talk once a month to very (very!) large crowds. The technology highlighted is always different - we've never done the same presentation twice!

## **Social Media for Reporting**

**Time:** 2.5 - 4 hours

**Equipment:** Each participant must have a computer and reliable Internet connection

**Description:** Journalists are starting to use Facebook, Twitter and other social networks, but are they mostly wasting time? In this session, we'll show you how to use social networks to report ethically -- but thoroughly -- on any topic. Hands-on portions will include creating your own social network from scratch that can be used for your beat, and we'll also show you some top-secret databases that can be used for comprehensively searching through all social networks on the web. (Did you know that Netflix, Lands End and Pandora all have active social networks?)

## **Using Twitter in Your Company**

**Time:** 2.5 - 4 hours

**Equipment:** Each participant must have a computer and reliable Internet connection

**Description:** To tweet or not to tweet...that really isn't the question. Of course companies should be using Twitter. But most don't understand how to really use the network for optimal audience growth, website traffic and branding. In this session, we'll dispel the myths about how journalists should be using Twitter -- and we'll focus on best practices that should be observed by everyone, from entry-level staff to C-level managers.



## **The Next New Metrics**

**Time:** 2.5 hours

**Equipment:** Each participant must have a computer and reliable Internet connection

**Description:** Let's say that you've just published some great content - so amazing, in fact, that your editor or business partner now expects to see sky-high numbers on the web. But for all your effort, it seems like only half the traffic you hoped for actually clicked on your site. What gives? Because of the popularity of social networks, blogs and other tools, lots of people are copying and syndicating your content without necessarily clicking on your website. In this session, we'll explain how to bring more sticky traffic to your digital content, but we'll also help you understand that unique visitors and page views alone don't reflect the success or failure of content. It's also about what happens to that content once it leaves your website. We'll explore some cutting-edge websites to help you track your own content, to understand who's reading/ listening to/ watching it, and how it travels around the web's various networks.



## Fee Structure

Our fee for the development of a comprehensive training curriculum depends on the scope of work to be performed and the size of the organization. Webbmedia Group uses a project rate rather than an hourly rate for curriculum development.

Training modules are each priced separately. Prices are determined by the individual session, number of attendees, and total number of sessions to be taught. The cost of our training modules ranges from \$2,500 - \$5,000. We do not charge additionally for the production and distribution of materials, handouts and other requested memos -- these are all included in our training fees.

Travel and lodging, if necessary, are billed separately. Webbmedia Group accepts payments via corporate check or credit card. International payments can be accepted via wire transfer, however all payments must be made in U.S. dollars or the equivalent using a current exchange rate. Payments made by wire transfer or credit card include a 5% surcharge to cover banking fees.



## About Us

**Webbmedia Group, LLC** is an international digital strategy consultancy that offers mobile, platform, social and emerging tech/ media strategic services and training to Fortune 500 companies, media organizations, mid-sized businesses, governments and universities worldwide. The company is directed by Amy Webb, CEO and Principal.

Webbmedia Group includes specialists and experts in technology trends, mobile, social media, SEO/metrics, digital media business development, coding, product development and digital journalism training.

We are based in Baltimore and our consultants work out of offices in Miami, Houston, Raleigh, Indianapolis, Greensboro, D.C., Philadelphia, New York City and Kyiv (Ukraine). Members of our staff are fluent in Spanish, Russian, Japanese, French and English.

Additional information about our team members can be found at <http://www.webbmediagroup.com>.

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