



# WEBBMEDIA GROUP

## WINTER 2011-2012 TRAINING MODULES

Course descriptions, training methodology and a listing of hands-on activities.

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# INTRODUCTION

Webbmedia Group is an award-winning digital strategy and training agency that offers mobile, platform, social and emerging tech/ media strategic services and workshops to numerous organizations worldwide. We know what's on the technology horizon and deliver you that knowledge to prepare for the future.

If you would like to speak with us more about corporate training, please contact our office. We'll begin a conversation about your needs, ideas for curriculum and assessments and a timeline.

## CONTACT

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# CORPORATE TRAINING WITH WEBBMEDIA GROUP

Webbmedia Group has a long and successful history of training various groups, from large independent nonprofits to Global 1000 corporations. In total, we have trained more than 30,000 people since 2005. Our experience training thousands of people and myriad organizations has revealed best practices that we incorporate into our training methodology and curriculum.

This booklet includes our complete fall/ winter course list as well as notes on our training philosophy.

## TYPICAL TRAINING CLIENTS

- Law Firms
- Large banks and financial institutions
- Corporate Communications/ PR firms
- Associations
- Newsrooms
- University faculty and staff
- Federal government and other government agencies
- Sales/ Marketing staff at magazines, publishing houses
- Large foundations
- Large retailers

## TRAINING: GENERAL AREAS

- Internet searching
- Social networks/ social media
- User engagement and branding
- Search engine optimization/ Search engine marketing
- Social commerce
- Mobile and tablet development/ app strategy
- Multimedia content production
- Digital journalism
- Data visualization
- Emerging technology

# CURRICULUM EXPLANATION

## **METHODOLOGY**

Webbmedia Group uses a unique training methodology that involves intense research, personalization and experiential learning. We coordinate classes to accommodate all levels of ability and use graduated hands-on activities to reinforce the skills we're teaching. We aim to provide immediately accessible lessons, so that attendees can take apply their new skills to current work projects. In addition:

## **EACH SESSION IS PERSONALIZED SPECIFICALLY FOR THE CLIENT**

We have developed a number of training modules ranging from topics such as "Digging Deep: Finding Hidden Information Online" to "Social Media Madness!," and all of the core modules are totally customized for each client. Rather than simply talking about SEO in generalities, we'll instead focus our examples on your work and we will show how the strategies we're highlighting can be immediately used by staff.

## **WE TAKE THE NOTES IN ADVANCE**

All staff attending our sessions will receive hard copies of personalized resources they can use at their desks. Materials are geared towards each training session, and we even prepare comprehensive notes for attendees in advance, which include themes, analysis and any company names/ links/ examples shown. 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.

# CURRICULUM EXPLANATION

## **WE DON'T LECTURE**

Nearly all of our training modules are hands-on, because we know that experiential learning is the best way to encourage ongoing use of new digital skills. We aim for hands-on exercises that are 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 work with our clients to create class lists that are comprised of similar disciplines and skills levels so that the needs of any Webbmedia trainer are met. Class sizes are limited to 24 students or fewer.

## **WE EMPOWER STAFF**

Attendees to training sessions should leave feeling empowered—and excited!—to continue using all of the new skills they've developed. Our goal is to foster a digital culture that grows organically within your group long after each training session has completed.

## CLASS STRUCTURE

Because our clients typically need to provide training across multiple workgroups and for varying purposes, and because staff tends to be large and diverse, we strongly recommend spending ample time to develop class lists. In our experience, most people do not self-select the correct category when asked to rank his/her technical abilities or to choose a level of class to take. To help facilitate this process, Webbmedia Group can create a survey that asks a variety of questions about technology that gauge interest, enthusiasm and skill level. These are typically good indicators of how quickly a staff member will learn new technology. Rather than trying to determine which staff members are the most technologically advanced, we have found better success dividing classes by interest level. Please let us know if you would like such a survey created.

Additionally, it is important to create class lists based on discipline. While the exercises will be similar in sessions that are offered to multiple groups, the purpose of the material in each session is always tailored for each individual student.

### **SCHEDULE**

We strongly recommend ongoing training throughout the year rather than in one spurt. As you will see in our course descriptions, some of the training can take place via a custom webinar. We also recommend a tiered learning system and standardized workflow, so that staff are exposed to an ongoing practical implementation of the skills being taught.

## 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 count 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 Webbmedia Group's training methodology, 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.

## EXCEPTIONAL RESULTS

**Webbmedia Group's training methodology is highly effective and valued for its ability to motivate and engage even the most reluctant learners.**

*"[Webbmedia Group's] extensive knowledge of digital media and digital tools is an ever-expanding resource for the International Center for Journalists and the Knight International Journalism Fellowships. Our Fellows - even those with the strongest tech skills - are consistently impressed by [their] deep knowledge, which is grounded in sound journalism. And they are grateful for the individual assistance and attention they provide. I give Amy and the Webbmedia Group the strongest recommendation."*

– Elisa Tinsley, International Center for Journalists

*"I really liked the hands-on approach. Having a computer in front of us, and being able to mess around with the things [Webbmedia's trainer] was explaining as he described them, made it engaging, and made me more likely to return to these tools, because I could look at the great results popping up in front of me. Here's to more hands-on!"*

– Julia, senior management, large financial institution

*"My mind has been blown. This was the best training I've ever been through. How soon are you guys coming back?"* – Chris, executive management, national retail chain

*"Hiram is a committed professional as well as one of the lead experts in online journalism. He trained us, taught us and helped us to understand the nature of Web 2.0, its viral components and the connectivity of the whole system. His solid academic background and the command he has of tools, processes and initiatives makes him one of the most competent and wholesome professionals I have encountered in the business. I would work with his team again with no hesitation."*

– Luisa Ortiz, Senior Editor, Yahoo!

*"Josh is a great motivator and idea person. The employees in our organization were always inspired and prepared to meet new challenges because of his motivational style. He is confident and decisive. He makes everyone around him better."*

– Bill Baker, Animation Director, Working Parts



# LARGE GROUP LECTURES, SEMINARS AND KEYNOTE SPEECHES

## 10 TECH TRENDS

### DESCRIPTION

Learn about the most interesting emerging technologies coming to market in the next few months that stand to impact your work. This invigorating session will showcase ten tech trends that you need to know now. We'll explain what they are in plain English, why they matter to you and how you can leverage them to energize your work. We'll bring lots of show and tell items and gadgets, and

you'll receive betas and trial versions to use on your own.

### TIME NEEDED

1 - 3 hours

### ROOM REQUIRED

A projector and screen, wireless lapel microphone for presenter.

### ACTIVITY

This is a lecture-style session, that combines special prizes (think Oprah) and high-energy demonstrations of cutting

edge products. There will be interactive games and rewards handed out during the session. This can session can be used as a Keynote speech at a convention, company meeting, etc.

### GOAL

To get staff excited about technology.

## LIVING DIGITALLY

### DESCRIPTION

What does it mean to be a "traditional journalist" working in a new, digital world? Is it possible to think "web first" when working on complex investigative stories or breaking news content? How do you get into a digital mindset? What are the steps to becoming more digitally savvy? Why do journalists need to care about words like curation, aggregation and analytics?

### TIME NEEDED

2.5 - 4 hours

### EQUIPMENT REQUIRED

A projector and screen, wireless lapel microphone for presenter.

### ROOM REQUIRED

Lecture hall or space big enough to hold maximum number of staff.

### ACTIVITY

This is a lecture-style session, however there will be interactive games and prizes handed out during the session.

### GOAL

To highlight ways that individual staff members can start thinking about their roles as digital journalists. To offer practical tips on getting started with digital tools immediately, such as RSS readers, dynamic curation tools and more.

# HOW I GAMED ONLINE DATING, AND WHAT I LEARNED ABOUT AUDIENCE DEVELOPMENT

## DESCRIPTION

Webbmedia Group's CEO, Amy Webb, was tired of terrible first dates. When she decided to try online dating, she wasn't going to let a profile mugshot and a few lines about her decide her fate. Instead, she did what any enterprising young woman in her position would do: she gamed the system! Amy created a series of male user profiles, registered a bunch of accounts and logged in as men. For weeks, she studied all the women using that service and collected data on the ones who seemed most popular. She eventually compiled everything into a deep data analysis.

Then, she logged back into the service...this time as a woman... and created a profile using her own information, but skewed to the trends she uncovered. Within a week she had the most popular profile on the service. Two months later she was dating the person who would later become her husband. What Amy learned: Most people don't understand their audiences. In this session, she'll detail how she gamed online dating...and what that means for anyone trying to land a committed relationship with their users.

## TIME NEEDED

1 hour

## EQUIPMENT REQUIRED

A projector and screen, wireless lapel microphone for presenter.

## ROOM REQUIRED

Lecture hall or space big enough to hold maximum number of staff.

## ACTIVITY

This is a lecture-style session, however there will be interactive games and prizes handed out during the session.

## GOAL

To understand audience engagement.

# GAME MECHANICS

## DESCRIPTION

Basic game mechanics explained. How can you create an experience for users that's memorable and meaningful?

## TIME NEEDED

2 hours

## EQUIPMENT REQUIRED

A projector and screen, wireless lapel microphone for presenter.

## ROOM REQUIRED

This session should preferably be held in a large conference room where participants can easily move around to test game designs. We will need to move chairs and tables during the session.

## ACTIVITY

This is a lecture-style session with lots of interactivity. We will play several games and develop an interactive game to be played together.

## GOAL

The basics of game mechanics can be applied to user engagement studies, website design, marketing campaigns and more.



# BASIC AND INTRODUCTORY SMALL GROUP TRAINING MODULES

## PRODUCTIVITY: BASIC GOOGLE DOCUMENTS

### DESCRIPTION

Create a Google Documents account

Create and save a Google Document (word processing)

### TIME NEEDED

1 hour

### EQUIPMENT

A projector and screen, wireless lapel microphone for presenter.

### ROOM REQUIRED

A computer lab where staff can each sit individually at a computer.

### GOAL

To familiarize staff with cloud-based word processing.

## PRODUCTIVITY: INTERMEDIATE GOOGLE DOCUMENTS

### DESCRIPTION

Create and save Google Spreadsheets document

Create a Google Calendar

### TIME NEEDED

1 hour

### EQUIPMENT

A projector and screen, wireless lapel microphone for presenter.

### WEBINAR/ SITE ALTERNATIVE

This can be done via customized webinar.

### ROOM REQUIRED

A computer lab where staff can each sit individually at a computer.

### GOAL

To familiarize staff with Google Documents.

## PRODUCTIVITY: ADVANCED GOOGLE DOCUMENTS 1

### DESCRIPTION

Create, save and share a Google Spreadsheets document with a coworker

Create, save and share a Google Calendar event with a coworker

### TIME NEEDED

1 hour

### EQUIPMENT

A projector and screen, wireless lapel microphone for presenter.

### WEBINAR/ SITE ALTERNATIVE

This can be done via customized webinar.

### ROOM REQUIRED

A computer lab where staff can each sit individually at a computer.

### GOAL

To familiarize staff with Google Documents.

## PRODUCTIVITY: ADVANCED APPLE DOCUMENTS 1

### DESCRIPTION

Create and save a Pages document (Apple)

Create and save a Keynote document (Apple)

Create and save a Numbers document (Apple)

### TIME NEEDED

1 hour

### EQUIPMENT

A projector and screen, wireless lapel microphone for presenter.

### WEBINAR/ SITE ALTERNATIVE

This can be done via customized webinar or in person.

### ROOM REQUIRED

A computer lab where staff can each sit individually at a computer.

### GOAL

To familiarize staff with Apple Documents.

## CYBER SECURITY: ALL LEVELS

### DESCRIPTION

Understand the basics of how information can be compromised or stolen.

Protecting against digital theft.

### TIME NEEDED

1 hour

### EQUIPMENT

A projector and screen, wireless lapel microphone for presenter.

### ROOM REQUIRED

A computer lab where staff can each sit individually at a computer.

### GOAL

To familiarize staff with basic cyber security and prevention.

## CYBER SECURITY: ADVANCED

### DESCRIPTION

Basic maintenance, security checks.

### TIME NEEDED

1 hour

### EQUIPMENT

A projector and screen, wireless lapel microphone for presenter.

### ROOM REQUIRED

A computer lab where staff can each sit individually at a computer.

### GOAL

To familiarize management with basic cyber security and prevention.

# COMPUTER PRIVACY: ALL LEVELS

## **DESCRIPTION**

Know what digital information should be private for each of your site's/ company's users.

Privacy Basics: Firewalls, Antivirus Software, Private Internet, Browsing, HTML email.

## **TIME NEEDED**

1 hour

## **EQUIPMENT**

A projector and screen, wireless lapel microphone for presenter.

## **WEBINAR/ SITE ALTERNATIVE**

This can be done via customized webinar or in person.

## **ROOM REQUIRED**

A computer lab where staff can each sit individually at a computer.

## **GOAL**

To familiarize staff with basic privacy issues and settings.



# INTERNET SEARCH SMALL GROUP TRAINING MODULES

## INTERNET SEARCHING: BASIC

### DESCRIPTION

Open and run Internet browsers: Firefox, Explorer

Run a Google search

Run a Google image search

Run a Yahoo search

Run a Yahoo image search

Run a Bing search

Run a Bing image search

### TIME NEEDED

1 hour

### EQUIPMENT

A projector and screen, wireless lapel microphone for presenter.

### ROOM REQUIRED

A computer lab where staff can each sit individually at a computer.

### GOAL

To familiarize staff with basic Internet searches.

## INTERNET SEARCHING: INTERMEDIATE 1

### DESCRIPTION

Open multiple tabs in Firefox, Explorer

Run a boolean search from Google's main search window

Use Google Advanced tools for search

Be able to perform image searches on Google, Bing and Yahoo

Be able to perform map searches on Google, Bing and Yahoo

### TIME NEEDED

1 hour

### EQUIPMENT

A projector and screen, wireless lapel microphone for presenter.

### ROOM REQUIRED

A computer lab where staff can each sit individually at a computer.

### GOAL

To familiarize staff with intermediate search techniques.

## INTERNET SEARCHING: INTERMEDIATE 2

### DESCRIPTION

Identify filetypes in a Google search (xls, doc, ppt, etc).

### TIME NEEDED

1 hour

### EQUIPMENT

A projector and screen, wireless lapel microphone for presenter.

### ROOM REQUIRED

A computer lab where staff can each sit individually at a computer.

### GOAL

To familiarize staff with intermediate filetype and command-based search techniques.

## INTERNET SEARCHING: ADVANCED

### DESCRIPTION

Clear the cache and history. Understand why and when to do each.

Set cookies. Understand why and when to allow/disallow cookies.

Use filetype commands in Google search

Be able to perform real-time searches on Google, Bing and Yahoo

Be able to perform social searches on Samepoint and Social Mention

Look for metadata

### TIME NEEDED

1 hour

### EQUIPMENT

A projector and screen, wireless lapel microphone for presenter.

### ROOM REQUIRED

A computer lab where staff can each sit individually at a computer.

### GOAL

To familiarize staff with intermediate search techniques.

## DIGGING DEEP

### DESCRIPTION

Chances are good that staff are missing out on all of the critical information hidden on the web. Are they using hidden networks to mine for data? Do they know about the myriad alternative search engines and how to use them? Do they know that armed with only an email address, they can begin to track everything someone does inside of a social network – even if you’re not connected?

### TIME NEEDED

2 - 3 hours

### EQUIPMENT

A projector and screen, wireless lapel microphone for presenter unless rooms are very small (then no mic is required). Each participant must have a computer and reliable Internet connection.

### ROOM REQUIRED

Computer lab or conference room where each staff can sit at a computer. Computers must be connected to a network.

### ACTIVITY

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!

### GOAL

To help staff use the web more effectively for search in general, to prepare for meetings and to stay ahead of the competition.

## ADVANCED WEBSITE CERTIFICATIONS

### DESCRIPTION

One-on-one sessions with an instructor to review how each database or specialized search site is used. Certificates are granted once staff has demonstrated fluency in the database. This may take place in one or more sessions as deemed sufficient by the instructor.

### TIME NEEDED

1 hour

### EQUIPMENT

Computer for instructor and student to use.

### ROOM REQUIRED

Small office or staff member’s desk.

### GOAL

To familiarize staff with various databases, including:

USPTO

MLS

Census

American Fact Finder

Open Secrets

Guidestar (to look up 990s)

Other subject-focused databases as determined by the client



# SOCIAL NETWORKS SMALL GROUP TRAINING MODULES

## TWITTER: BEGINNER

### DESCRIPTION

Twitter: Set up an account, build a profile, basic commands

### TIME NEEDED

1 hour

### EQUIPMENT

A projector and screen, wireless lapel microphone for presenter.

### WEBINAR/ SITE ALTERNATIVE

It would be preferable to offer this session in person in order to troubleshoot beginners. If that is not feasible, a custom webinar could also work.

### ROOM REQUIRED

A computer lab where staff can each sit individually at a computer.

### GOAL

Familiarize staff with how to use Twitter for professional use and to assist customers/ clients/ readers.

## TWITTER: INTERMEDIATE

### DESCRIPTION

Twitter: Create lists

Twitter: Using clients (HootSuite, TweetDeck)

### TIME NEEDED

1 hour

### EQUIPMENT

A projector and screen, wireless lapel microphone for presenter.

### WEBINAR/ SITE ALTERNATIVE

It would be preferable to offer this session in person in order to troubleshoot beginners. If that is not feasible, a custom webinar could also work.

### ROOM REQUIRED

Classroom or meeting room.

### GOAL

Familiarize staff with how to use Twitter for professional use and to assist customers/ clients/ readers.

# MASTER CLASS: TWITTER IN-DEPTH

## DESCRIPTION

In this session, we will discuss Twitter in-depth and learn about how it can be harnessed for client or project. We will also learn the OAuth protocol and we will discuss the many third-party Twitter clients and tools such as TweetDeck and HootSuite. We will also talk about some of the newer discussion networks such as Quora and how they're leveraging Twitter.

## TIME NEEDED

2 - 3 hours

## EQUIPMENT

A projector and screen for presenter. Each participant must have a computer and reliable Internet connection. All participants should already have Facebook accounts.

## ROOM REQUIRED

Computer lab or conference room where each staff can sit at a computer. Computers must be connected to a network.

## ACTIVITY

Staff will use their own Twitter accounts to work on hands-on activities.

## GOAL

To help staff leverage Twitter as a business development, audience development and marketing tool. To help staff learn about user engagement in social networks.

# FACEBOOK: BEGINNER

## DESCRIPTION

Facebook: Set up an account, build a profile

Facebook: Join a group

## TIME NEEDED

1 hour

## EQUIPMENT

A projector and screen, wireless lapel microphone for presenter.

## WEBINAR/ SITE ALTERNATIVE

It would be preferable to offer this session in person in order to troubleshoot beginners. If that is not feasible, a custom webinar could also work.

## ROOM REQUIRED

A computer lab where staff can each sit individually at a computer.

## GOAL

Familiarize staff with how to use Facebook for professional use and to assist customers/ clients/ readers.

## FACEBOOK: INTERMEDIATE

### DESCRIPTION

Facebook: Create a group

Facebook: Understanding and setting privacy restrictions

Facebook: Uploading photos and video

Facebook: Applications

### TIME NEEDED

1 hour

### EQUIPMENT

A projector and screen, wireless lapel microphone for presenter.

### WEBINAR/ SITE ALTERNATIVE

It would be preferable to offer this session in person in order to troubleshoot beginners. If that is not feasible, a custom webinar could also work.

### ROOM REQUIRED

Classroom or meeting room.

### GOAL

Familiarize staff with how to use Facebook for professional use and to assist customers/ clients/ readers.

## MASTER CLASS: FACEBOOK IN-DEPTH

### DESCRIPTION

In this session, we will discuss Facebook in-depth and learn about how it can be harnessed for client. What can/ can't Facebook do? How does Facebook's ad system work? We will go through the advanced techniques for Facebook, including joining and porting outside content and social networks in. We'll talk about finding information and influencers, how to track trends, build community, create smarter messaging initiatives and how to drive engagement.

### TIME NEEDED

2 - 3 hours

### EQUIPMENT

A projector and screen for presenter. Each participant must have a computer and reliable Internet connection. All participants should already have Facebook accounts.

### ROOM REQUIRED

Computer lab or conference room where each staff can sit at a computer. Computers must be connected to a network.

### ACTIVITY

Staff will use their own Facebook accounts to work on hands-on activities.

### GOAL

To help staff leverage Facebook as a business development, audience development and marketing tool. To help staff learn about user engagement in social networks.

## QUORA: BEGINNER

### DESCRIPTION

Quora: Set up an account, learn how to ask and answer questions

### TIME NEEDED

1 hour

### EQUIPMENT

A projector and screen, wireless lapel microphone for presenter.

### WEBINAR/ SITE ALTERNATIVE

It would be preferable to offer this session in person in order to troubleshoot beginners. If that is not feasible, a custom webinar could also work.

### ROOM REQUIRED

A computer lab where staff can each sit individually at a computer.

### GOAL

Familiarize staff with how to use Quora for professional use and to assist customers/ clients/ readers.

## MOBILE SOCIAL NETWORKS

### DESCRIPTION

Introduction to the various mobile social networks: Instagram, Foodspotting, SCVNGR, Foursquare, etc.

### TIME NEEDED

1 hour

### EQUIPMENT

A projector and screen, wireless lapel microphone for presenter.

### WEBINAR/ SITE ALTERNATIVE

It would be preferable to offer this session in person in order to troubleshoot beginners. If that is not feasible, a custom webinar could also work.

### ROOM REQUIRED

Classroom or meeting room.

### GOAL

Familiarize staff with mobile social networks and how they can be used at the library and by customers.

## EMERGING SOCIAL NETWORKS

### DESCRIPTION

Emerging Social Networks:  
Learn about the newest social networks and how current social networks are evolving

### TIME NEEDED

1 hour

### EQUIPMENT

A projector and screen, wireless lapel microphone for presenter.

### WEBINAR/ SITE ALTERNATIVE

It would be preferable to offer this session in person in order to troubleshoot beginners. If that is not feasible, a custom webinar could also work.

### ROOM REQUIRED

Auditorium or classroom.

### GOAL

Familiarize staff with social media trends.

## SOCIAL MEDIA: UNDERSTANDING OAUTH

### DESCRIPTION

Understanding OAuth

### TIME NEEDED

1 hour

### EQUIPMENT

A projector and screen, wireless lapel microphone for presenter.

### ROOM REQUIRED

A computer lab where staff can each sit individually at a computer.

### GOAL

Familiarize staff with OAuth and how it can and should be used.

## SOCIAL MEDIA: THE API

### DESCRIPTION

Understanding APIs, how they work and what to do with them. We'll also discuss whether your organization should offer its own API.

### TIME NEEDED

1 hour

### EQUIPMENT

A projector and screen, wireless lapel microphone for presenter.

### ROOM REQUIRED

A computer lab where staff can each sit individually at a computer.

### GOAL

Familiarize staff with APIs and how an API can be used to create numerous projects.

## SOCIAL MEDIA: CUSTOM FACEBOOK INTEGRATION

### DESCRIPTION

Learn how to configure custom Facebook tabs and pages. This is a very advanced class meant for top-level staff already very familiar with the Facebook platform.

### TIME NEEDED

3 hours

### EQUIPMENT

A projector and screen, wireless lapel microphone for presenter.

### ROOM REQUIRED

A computer lab where staff can each sit individually at a computer.

### GOAL

Familiarize staff with advanced Facebook techniques.

# SOCIAL MEDIA: ADVANCED ANALYTICS

## **DESCRIPTION**

Learn how to apply advanced analytics to your social networks for insights and monitoring.

## **TIME NEEDED**

1 hour

## **EQUIPMENT**

A projector and screen, wireless lapel microphone for presenter.

## **ROOM REQUIRED**

A computer lab where staff can each sit individually at a computer.

## **GOAL**

Help staff learn how to apply measurement and metrics to social media endeavors.



# USER ENGAGEMENT AND BRANDING SMALL GROUP TRAINING MODULES

# STRATEGY SESSION: CREATING A CORPORATE DIGITAL IDENTITY

## DESCRIPTION

How can the client develop a recognizable, digital identity for their clients? How can they leverage Facebook and Twitter, as well as newer sites like about.me and Google+? Should each product have its own digital identity?

## TIME NEEDED

2 - 3 hours

## EQUIPMENT

A projector and screen, wireless lapel microphone for presenter. Each participant must have a computer and reliable Internet connection.

## ROOM REQUIRED

Computer lab or conference room where each staff can sit at a computer. Computers must be connected to a network.

## ACTIVITY

We will ask participants in advance to choose a friend or relative (or friend/relative's business) to use for practice. We will also ask them to bring a handful of digital assets (photos, some copy). In this session, we will create a new digital identity for this person/group. We will use a workflow to help decide strategy: What Gravatar should be used? What should be the username -- and why? Which networks should be used? Which images?

## GOAL

To help staff understand how to create a unified corporate identity, and how to get branding to spread quickly across multiple channels.

# STRATEGY SESSION: SELLING SOCIAL MEDIA

## DESCRIPTION

In this session, participants will learn how to fully explain and sell a social media strategy to key clients/internal staff members. We will first review social media, a handful of new trends and then move on to the activity. This session is primarily intended for PR, business development and marketing professionals.

## TIME NEEDED

2 - 3 hours

## EQUIPMENT

A projector and screen, wireless lapel microphone for presenter. Each participant must have a computer and reliable Internet connection.

## ROOM REQUIRED

Large conference room

## ACTIVITY

This will be a “Pitch & Crit” session. We will use a client case study and develop a basic strategy for social media. Participants will then work in four small groups to pitch the social media strategy to each other. Participants will score each other on ability to explain social media clearly, persuasiveness and ability to answer questions. Instructors will gather judging sheets and will announce a winner from each group. We will use a bracket system, similar to college debate. Each time, the top people will advance and will get a new case study. At the end, we’ll have the best two people sell the entire group on a social media strategy. Feedback and constructive criticism will be given at each step of the way.

## GOAL

To foster a fun (but competitive) environment where staff quickly learn the social media lexicon and how to explain social media campaigns quickly and effectively.

# HEY BLOGGER! IT'S ME... BEGINNERS

## DESCRIPTION

To build community engagement and get bloggers to respond to new brand initiatives (or to mitigate negative press after announcements), it's imperative that staff learn how to participate in the blogosphere. In this session, we'll explain how to harness blogs, how to read and participate with them effectively, how to build digital relationships with bloggers, how to craft messages/ press releases that will resonate with bloggers and how to keep the conversation about a brand going.

## TIME NEEDED

2 - 3 hours

## EQUIPMENT

A projector and screen, wireless lapel microphone for presenter unless rooms are very small (then no mic is required). Each participant must have a computer and reliable Internet connection.

## ROOM REQUIRED

Computer lab or conference room where each staff can sit at a computer. Computers must be connected to a network.

## ACTIVITY

Each participant will set up an Instapaper account, a Google Reader account and a Blogger account. We will also create a multimedia story package together. (Notice we're not calling it a "press release.")

## GOAL

To help staff engage with bloggers more often and in a more meaningful way. It's not just about pinging bloggers once in a while.

Staff must establish relationships and help build communities.

# HEY BLOGGER! IT'S ME... ADVANCED

## DESCRIPTION

To build community engagement and get bloggers to respond to new brand initiatives (or to mitigate negative press after announcements), it's imperative that staff learn how to participate in the blogosphere. In this session, we'll explain how to harness blogs, how to read and participate with them effectively, how to build digital relationships with bloggers, how to craft messages/ press releases that will resonate with bloggers and how to keep the conversation about a brand going.

## TIME NEEDED

2 - 3 hours

## EQUIPMENT

A projector and screen, wireless lapel microphone for presenter unless rooms are very small (then no mic is required). Each participant must have a computer and reliable Internet connection.

## ROOM REQUIRED

Computer lab or conference room where each staff can sit at a computer. Computers must be connected to a network.

## ACTIVITY

Each participant will set up an Instapaper account, a Google Reader account and a Blogger account. We will create a multimedia story package together. (Notice we're not calling it a "press release.") We will focus much of the hands-on time learning our "50 Ways to Bling Out Your Blog" toolkit.

## GOAL

To help staff engage with bloggers more often and in a more meaningful way. It's not just about pinging bloggers once in a while.

Staff must establish relationships and help build communities.

# FINDING YOUR AUDIENCE

## DESCRIPTION

You or your client has just launched a new product, one that is so amazing that you now expect to see sky-high numbers on the web. But for all your effort, it seems like only half the people you hoped for actually clicked on the website (or downloaded the mobile app, or joined the Facebook page...) What gives? It's possible that you launched a great product in the wrong digital space. Or you identified influencers online who aren't as connected as you may have thought. Or worse, the intended audience doesn't really use the tool for which you developed. What can you do to harness and engage a digital audience for your work? In this session, we'll explain how to bring more sticky traffic to digital content, but we'll also help you understand that unique visitors and page views alone don't reflect the success or failure of a digital product. It's also about what happens to that content once it leaves a website.

## TIME NEEDED

2 - 3 hours

## EQUIPMENT

A projector and screen, wireless lapel microphone for presenter unless rooms are very small (then no mic is required). Each participant must have a computer and reliable Internet connection.

## ROOM REQUIRED

Computer lab or conference room where each staff can sit at a computer. Computers must be connected to a network.

## ACTIVITY

We'll explore some cutting-edge websites to help you track who's reading/ listening to/ watching what content, and how content travels around the web's various networks.

## GOAL

To help staff learn best practices for audience development.

# USER ENGAGEMENT

## DESCRIPTION

Every company should know how to correctly find influencers, engage them and build a digital community. In this session, we'll do all three...and we'll discuss what to do when users attack.

## TIME NEEDED

1-2 hours

## EQUIPMENT

A projector and screen, wireless lapel microphone for presenter.

## ROOM REQUIRED

A computer lab where staff can each sit individually at a computer.

## GOAL

Help staff understand how to monitor, identify and grow the client's digital community.

# BUILDING A PERSONAL DIGITAL BRAND

## DESCRIPTION

How can staff develop their own, personal recognizable, digital brands? How should they use social networks, comments sections and other tools to build an audience? How can staff encourage engagement? What are best practices?

## TIME NEEDED

2 hours

## EQUIPMENT REQUIRED

A projector and screen for presenter. Each participant must have a computer and reliable Internet connection. All participants should already have Facebook accounts.

## ROOM REQUIRED

Computer lab or conference room where each staff can sit at a computer. Computers must be connected to a network.

## ACTIVITY

We will create a workflow for personal brand/ client brand management and set up all of the free tools required to do monitoring.

## GOAL

To get you thinking in advance about using multimedia tools. To foster better communication with your community and catalysts. To engage social media users in alignment with your upcoming strategy and to help start that discussion in an informed way.

## STRATEGY SESSION: SPICING UP OLD CAMPAIGNS (AKA HOW TO CREATE AN INTERNET MEME)

### DESCRIPTION

In 2010, Weiden+Kennedy not only put Old Spice back on the map, the agency helped make Old Spice the number one male body wash and deodorant in dollar and volume share in North America. And it all started with a quirky video. What was the secret to Old Spice's success? How can the Old Spice model be dissected and applied to client as it builds its brand? What makes an Internet

Meme, and how can client started developing the kinds of content that will deliver massive traffic?

### TIME NEEDED

2 hours

### EQUIPMENT

A projector and screen, wireless lapel microphone for presenter.

### ROOM REQUIRED

Lecture hall or space big enough to hold attendees.

### ACTIVITY

This is a lecture/ discussion-style session.

### GOAL

To help staff see the various digital possibilities and to understand how to apply basic digital strategies when developing content for the site.

## EXECUTIVE BOOTCAMP: SOCIAL MEDIA

### DESCRIPTION

In this intensive bootcamp session, senior leadership will learn the basics of Twitter, Facebook, Foursquare, Quora and LinkedIn. We will introduce Gravatar and KnowEm. We will explain social search and how to track conversations. We will also highlight some up-and-coming social networks.

### TIME NEEDED

1.5 - 2 hours

### EQUIPMENT

A projector and screen, wireless lapel microphone for presenter. Each participant must have a computer and reliable Internet connection.

### ROOM REQUIRED

Computer lab or conference room where each staff can sit at a computer. Computers must be connected to a network.

### ACTIVITY

Participants will need to create accounts ahead of this session. (We will prepare succinct instructions on how to do this and will email in advance.) The entire session will be spent developing these accounts and going over case studies.

### GOAL

To help senior staff learn social networks: how/ why they work, what they can/ can't do, and how can leverage them to sell social media to their clients.

# CRM SYSTEMS

## **DESCRIPTION**

Using CRM tools to monitor networks and relationships

## **TIME NEEDED**

1 hour

## **EQUIPMENT**

A projector and screen, wireless lapel microphone for presenter.

## **ROOM REQUIRED**

A computer lab where staff can each sit individually at a computer.

## **GOAL**

Help staff learn how to apply CRM tools to social media endeavors.



# SEO + SMO SMALL GROUP TRAINING MODULES

## SEO BASICS

### DESCRIPTION

This session is intended for busy staff who only need a quick overview of SEO basics: metadata, semantic web, personalization and search results

### TIME NEEDED

45 minutes

### EQUIPMENT

A projector and screen, wireless lapel microphone for presenter.

### ROOM REQUIRED

A computer lab where staff can each sit individually at a computer.

### GOAL

Help staff understand how content moves around the web.

## METADATA BASICS

### DESCRIPTION

This session is intended for busy staff who only need a quick overview of metadata basics: metadata, images, video, social networks.

### TIME NEEDED

45 minutes

### EQUIPMENT

A projector and screen, wireless lapel microphone for presenter.

### ROOM REQUIRED

A computer lab where staff can each sit individually at a computer.

### GOAL

Help staff understand how content moves around the web.

# GET OPTIMIZED!

## DESCRIPTION

What is search engine optimization and why should it matter to staff? What makes a story “successful” online? Is there a way to bring more readers to individual bits of content? What does SEO mean now that search engines are starting to change their algorithms? How does SEO affect your clients and daily workflow? Before your eyes glaze over, we promise...SEO can actually be really interesting. We'll give you a short primer on the differences between SEO a few years ago and the latest web changes and newest SEO standards. We will show you Google and Yahoo's dirty little secrets: how search engines rate and rank content, why headlines matter, what metadata to include (and where) and other necessary tips to ensure that your client is being discovered online. We will also discuss aggregators, mobile applications, location and other issues impacting SEO and content discoverability.

## TIME NEEDED

2 - 3 hours

## EQUIPMENT

A projector and screen, wireless lapel microphone for presenter. Each participant must have a computer and reliable Internet connection.

## ROOM REQUIRED

Computer lab or conference room where each staff can sit at a computer. Computers must be connected to a network.

## ACTIVITY

We will learn about SEO basics and look underneath the hood of popular websites. Fun, quirky prizes will be handed out during this session to keep the atmosphere light and engaging.

## GOAL

To help staff understand SEO best practices.

# HEADLINE WRITING

## DESCRIPTION

Which headlines and ledes work (and which ones don't)? Why is concise writing for the web important? How do you integrate the best keywords into ancillary items such as subheds, breakout boxes and photo cutlines?

Attendees will get a Best Practices guide to use after the training session concludes.

## TIME NEEDED

Full Day

## EQUIPMENT

A projector and screen, wireless lapel microphone for presenter.

## ROOM REQUIRED

Lecture hall or space big enough to hold maximum number of staff, plus a small conference room for one-on-one sessions.

## ACTIVITY

### Small Group Hands-On Sessions

After a 45-minute intro session, we will conduct small group (two staff plus our trainer) sessions where staff will practice writing and rewriting headlines, ledes and other items for the web. These hands-on sessions will last one hour each. We can facilitate up to 7 groups (14 people) per day. Homework is distributed in advance of the

session.

## GOAL

To help staff optimize content for the web.

# SEO IN THE NEWSROOM

## DESCRIPTION

What is search engine optimization and why should it matter to your staff? What makes a story “successful” online? Is there a way to bring more readers to individual stories? What does SEO mean now that search engines are starting to change their algorithms? How does SEO affect reporting practices? 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.

## TIME NEEDED

2-3 hours

## EQUIPMENT REQUIRED

A projector and screen, wireless lapel microphone for presenter. Each participant must have a computer and reliable Internet connection. Some additional software may be required. Trial copies may be used.

## ROOM REQUIRED

Computer lab or conference room where each staff can sit at a computer. Computers must be connected to a network.

## ACTIVITY

We will learn about SEO basics and look underneath the hood of popular websites to learn SEO. Fun, quirky prizes will be handed out during this session to keep the atmosphere light and engaging.

## GOAL

To help journalists understand SEO best practices. To understand good headline writing for the web and learn about preparing stories for deployment across multiple platforms.



# SOCIAL COMMERCE SMALL GROUP TRAINING MODULES

## STRATEGY SESSION: SOCIAL COMMERCE

### DESCRIPTION

We will discuss social commerce in-depth. What are best practices?

How can the success of Groupon be replicated for the your staff or your clients?

What can you borrow from Kuplia, TVF, YouTique, Kembrel, LivingSocial and similar sites? What is the future of social, entertainment and competitive digital shopping?

### TIME NEEDED

2 - 3 hours

### EQUIPMENT

A projector and screen, wireless lapel microphone for presenter.

### ROOM REQUIRED

Lecture hall or space big enough to hold maximum number of the client

### ACTIVITY

This session will be lecture-based but will include prizes and discussion.

### GOAL

To help staff learn Webbmedia Group's "5 Rules For Successful Social Commerce" so that they can build in this workflow with their clients. To prepare staff for the conversations about social shopping services/ sites that they will inevitably be having in the near future.

## MANAGING DIGITAL CAMPAIGNS AND CLIENT EXPECTATIONS

### DESCRIPTION

In this session, staff will learn how to identify whether a digital project idea is the right fit internally or for a client / campaign. How can you ensure that wishes are being met – but that the digital project is actually solving a problem or advancing a cause? What's involved in planning large-scale interactive campaigns? We will discuss feature fatigue and how to close the gap between expectations and the reality of digital production. We will discuss the Agile approach and iterative development.

### TIME NEEDED

2 - 3 hours

### EQUIPMENT

A projector and screen, wireless lapel microphone for presenter. Each participant must have a computer and reliable Internet connection.

### ROOM REQUIRED

Computer lab or conference room where each staff can sit at a computer. Computers must be connected to a network.

### ACTIVITY

We will work through a client case study: Company X wants Y. Is Y the right idea or solution? We will work in teams and use our flow chart to determine whether a digital project or idea in the case study is the right fit.

### GOAL

To help senior staff learn Agile development. To help staff understand realistic timelines and budgets.



# MOBILE + TABLET SMALL GROUP TRAINING MODULES

# STRATEGY SESSION: MOBILE (AND TABLET) MADNESS!

## DESCRIPTION

In this session, we will outline the current landscape for mobile and tablet applications. Gowalla, Foursquare, Loopt, Angry Birds, Goggles and more...there's a lot to cover. We will showcase studies of fantastic mobile applications that never gained an audience and explain what went wrong. We will also talk about the Agile approach to development and best practices when developing project ideas. We will showcase the future of mobile OS applications and gear.

## TIME NEEDED

2 - 3 hours

## EQUIPMENT

A projector and screen, wireless lapel microphone for presenter.

## ROOM REQUIRED

Small conference room

## ACTIVITY

This is a lecture-style session with ample discussion.

## GOAL

To help staff understand the mobile market, mobile applications and to encourage best practices in the conceptualization of ideas. To ensure that new mobile applications find engaged audiences.



# MULTIMEDIA SMALL GROUP TRAINING MODULES

# MULTIMEDIA STORYTELLING BASICS

## DESCRIPTION

In this session, staff will learn how to produce multimedia content for the web. They'll get the basics of creating compelling multimedia content and will learn how to storyboard, how to get the still photo and video best shots and what to do with all of that content. We will showcase a number of free tools that staff can begin using immediately, either with their coworkers or for their own projects.

## TIME NEEDED

2 - 3 hours

## EQUIPMENT

A projector and screen, wireless lapel microphone for presenter. Each participant must have a computer and reliable Internet connection. Some software may be required; we will alert the client in advance if any additional software is necessary. Trial copies may be used.

## ROOM REQUIRED

Computer lab or conference room where each staff can sit at a computer. Computers must be connected to a network.

## ACTIVITY

An easy, interactive project using free tools.

## GOAL

Learn how to create engaging stories for the web.

# MASTER CLASS: VISUAL STORYTELLING

## DESCRIPTION

Master Classes are designed for staff who have mastered basic skills and are ready to work on advanced techniques and best practices. In this class, we will discuss creating longer-form videos for syndication, using multiple scenes and sources, capturing live action and troubleshooting (audio, inclement weather, poor lighting).

## TIME NEEDED

Full day

## EQUIPMENT

A projector and screen, wireless lapel microphone for presenter. Each participant must have a computer and reliable Internet connection. Some software may be required; we will alert the client in advance if any additional software is necessary. Trial copies may be used.

## ROOM REQUIRED

Computer lab or conference room where each staff can sit at a computer. Computers must be connected to a network.

## ACTIVITY

We will storyboard a longer-form story in this class and will create videos together.

## GOAL

To help staff learn advanced techniques and how to create compelling video.

# MASTER CLASS: VIDEO EDITING

## DESCRIPTION

A video camera may be easy to operate, but good video storytelling requires practice, skill and dedication. Staff will learn best practices in storyboarding, editing, packaging and syndication across networks. Annotating videos using YouTube, adding geotagged information and real-time web sharing tools will also be introduced.

## TIME NEEDED

Full day

## EQUIPMENT REQUIRED

A projector and screen, wireless lapel microphone for presenter. Each participant must have a computer and reliable Internet connection. Some video editing software may be required. Trial copies may be used. Also required: video cameras and necessary cables.

## ROOM REQUIRED

Computer lab or conference room where each staff can sit at a computer. Computers must be connected to a network.

## ACTIVITY

This class will focus more on how and why to edit vs how to use a specific software suite. Staff will learn how to make the right decisions when editing and where to syndicate final content.

## GOAL

To help create excellent video content. To aid in development of video franchises.

## LIVE STREAMING

### DESCRIPTION

How can you push live events to the web? In this session, we'll discuss the many ways to livestream...and the possible consequences of poor bandwidth.

### TIME NEEDED

1 hour

### EQUIPMENT

A projector and screen, wireless lapel microphone for presenter.

### ROOM REQUIRED

A computer lab where staff can each sit individually at a computer.

### GOAL

Help staff understand how to live stream events

## LIVE BLOGGING AND LIVE CHATTING

### DESCRIPTION

Live Blogging: Using CoverItLive, Google+ and Twitter to live blog an event

### TIME NEEDED

1 hour

### EQUIPMENT

A projector and screen, wireless lapel microphone for presenter.

### ROOM REQUIRED

A computer lab where staff can each sit individually at a computer.

### GOAL

Help staff understand how to live blog/chat events



# MISC. SMALL GROUP TRAINING MODULES

## MASTER CLASS: EMERGING TECH

### DESCRIPTION

Master Classes are designed for staff who have mastered basic skills and are ready to work on advanced techniques and best practices. In this class, we will discuss emerging trends in consumer technology and communications. We'll showcase tools, websites and search engines that are still in alpha and will help the digital team learn how track what's coming next.

### EQUIPMENT

A projector and screen, wireless lapel microphone for presenter.

### ROOM REQUIRED

Small board room

### ACTIVITY

This is a discussion-based class with lots of active brainstorming.

### GOAL

To help staff plan for and learn to anticipate near to midterm changes in technology.

## MONTHLY SEMINARS: EMERGING TECH

### DESCRIPTION

Monthly seminars on technology trends and trends in digital information

### TIME NEEDED

Regular seminars (one per month) lasting 1-3 hours

### EQUIPMENT

A projector and screen, wireless lapel microphone for presenter.

### WEBINAR/ SITE ALTERNATIVE

It would be preferable to offer this session in person in order to facilitate discussion between participants. If that is not feasible, a custom webinar could also work.

### ROOM REQUIRED

A large meeting room or auditorium

### GOAL

Provide ongoing access to information and training on emerging trends in technology and digital media.



# DATA VISUALIZATION SMALL GROUP TRAINING MODULES

## MAPPING AND DATA BASICS

### DESCRIPTION

Journalists are starting to create rich, interactive projects that serve the public interest. In this session, we'll learn about what kinds of data are available to journalists and we will highlight projects that can be replicated for the web. This session will include a primer on free mapping tools and platforms that enable content producers to create incredibly detailed, interactive maps.

### TIME NEEDED

3-4 hours

### EQUIPMENT REQUIRED

A projector and screen, wireless lapel microphone for presenter. Each participant must have a computer and reliable Internet connection. Some software may be required. Trial copies may be used.

### ROOM REQUIRED

Computer lab or conference room where each staff can sit at a computer. Computers must be connected to a network.

### ACTIVITY

We will use data sets to create an interactive project that can be replicated for future stories.

### GOAL

To learn how to create web-oriented graphics and charts for ongoing stories, themes and content verticals.

## CLEVER FLOWCHARTS

### DESCRIPTION

We've all seen those really clever flowcharts. They're great for explaining information, and they help keep people on the page. What's the best way to get started creating them?

### TIME NEEDED

2-3 hours

### EQUIPMENT REQUIRED

A projector and screen, wireless lapel microphone for presenter. Each participant must have a computer and reliable Internet connection. Some software may be required. Trial copies may be used.

### ROOM REQUIRED

Computer lab or conference room where each staff can sit at a computer. Computers must be connected to a network. We will also need large white boards (preferably attached to the wall) to sketch out ideas.

### ACTIVITY

Using the same topic, we will think through the logic of a flow chart and sketch concepts that will then be created digitally.

### GOAL

To learn how to create web-oriented graphics and charts for ongoing stories, themes and content verticals.

# COMPELLING VISUALIZATIONS: BEST PRACTICES

## DESCRIPTION

Colorful, compelling data visualizations keep people on your site and send new traffic your way. What are the best practices? Should graphics scroll? Should they be printable? Sharable? Should they be interactive? What works and what doesn't work? We'll look at lots of case studies and also talk about tone and humor.

## TIME NEEDED

1.5 hours

## EQUIPMENT REQUIRED

A projector and screen, wireless lapel microphone for presenter.

## ROOM REQUIRED

Conference or board room where each participant can sit comfortably. We prefer board room instead of classroom-style seating.

## ACTIVITY

Discussion of case studies.

## GOAL

To learn best practices for creating web-oriented graphics and charts for ongoing stories, themes and content verticals.

# VISUAL NOTE-TAKING

## DESCRIPTION

Visual note-taking is all the rage on the conference circuit. But it can also be useful during client meetings or all-staff brainstorming sessions. For more information on what visual note-taking is, see: <http://blog.ted.com/2011/07/14/visual-note-taking-with-tom-wujec-at-tedglobal-2011>.

## TIME NEEDED

1.5 hours

## EQUIPMENT REQUIRED

A projector and screen, wireless lapel microphone for presenter. Large white boards and plenty of dry erase markers (various colors). Participants should each bring large sketch pads.

## ROOM REQUIRED

Conference or board room where each participant can sit comfortably. We prefer board room instead of classroom-style seating.

## ACTIVITY

Students will take visual notes after learning the basics.

## GOAL

Visual notes can be taken during meetings and uploaded to news websites, used in annual reports, etc.

# DATA VISUALIZATIONS FOR POLITICS

## DESCRIPTION

The 2012 election season is fully underway. How can data visualizations be used to tell the stories of candidates and campaigns? Their opponents? How can clever data visualizations be used to help voters understand the issues important to them?

## TIME NEEDED

3 hours

## EQUIPMENT REQUIRED

A projector and screen, wireless lapel microphone for presenter. Each participant must have a computer and reliable Internet connection. Some software may be required. Trial copies may be used.

## ROOM REQUIRED

Computer lab or conference room where each staff can sit at a computer. Computers must be connected to a network. We will also need

large white boards (preferably attached to the wall) to sketch out ideas.

## ACTIVITY

We will use data sets to create an interactive project that can be replicated for future stories.

## GOAL

To develop ideas and learn best practices for creating web-oriented graphics and charts for ongoing campaigns and coverage.

# STORYTELLING WITHOUT WORDS BEGINNER

## DESCRIPTION

Some of the most compelling stories on the web have no words at all. Live data streams are being used to popular dynamic maps and charts. This beginner-level session will provide an introduction to storytelling without words.

## TIME NEEDED

2.5 - 3 hours

## EQUIPMENT REQUIRED

A projector and screen, wireless lapel microphone for presenter. Each participant must have a computer and reliable Internet connection. Some software may be required. Trial copies may be used.

## ROOM REQUIRED

Computer lab or conference room where each staff can sit at a computer. Computers must be connected to a network. We will also need large white boards (preferably attached to the wall) to sketch out ideas.

## ACTIVITY

We will use data sets to create an interactive project that can be replicated for future stories.

## GOAL

To develop ideas and learn best practices for creating web-oriented graphics and charts for digital storytelling.

# REAL-TIME VISUALIZATIONS ADVANCED

## DESCRIPTION

This session builds on the Storytelling Without Words session and introduces more advanced concepts and ideas.

## TIME NEEDED

2.5 - 3 hours

## EQUIPMENT REQUIRED

A projector and screen, wireless lapel microphone for presenter. Each participant must have a computer and reliable Internet connection. Some software may be

required. Trial copies may be used.

## ROOM REQUIRED

Computer lab or conference room where each staff can sit at a computer. Computers must be connected to a network. We will also need large white boards (preferably attached to the wall) to sketch out ideas.

## ACTIVITY

All participants will work on a sample project together.

## GOAL

This is an advanced session to help participants gain additional skills in programming and using live data streams.

# JAVASCRIPT DATA VISUALIZATIONS ADVANCED

## DESCRIPTION

This advanced session will help participants learn how to create data visualizations using javascript.

## TIME NEEDED

1.5 - 2 hours

## EQUIPMENT REQUIRED

A projector and screen, wireless lapel microphone for presenter. Each participant must have a computer and reliable Internet connection. Some software may be required. Trial copies may be used.

## ROOM REQUIRED

Computer lab or conference room where each staff can sit at a computer. Computers must be connected to a network. We will also need large white boards (preferably attached to the wall) to sketch out ideas.

## ACTIVITY

All participants will work on a sample project together.

## GOAL

This is an advanced session to help participants gain additional skills in programming and using live data streams.

# TIMELINES: BEST PRACTICES

## DESCRIPTION

Compelling timeline visualizations help people see the bigger picture and understand important milestones in big events. What are the best practices? Should you try to build a timeline template from scratch? Or is there a list of best-in-class software to consider? Should a great timeline be printable? Sharable? Should they be interactive? What works and what doesn't work? We'll look at lots of case studies and discuss what worked, what didn't, and why.

## TIME NEEDED

1.5 hours

## EQUIPMENT REQUIRED

A projector and screen, wireless lapel microphone for presenter.

## ROOM REQUIRED

Conference or board room where each participant can sit comfortably. We prefer board room instead of classroom-style seating.

## ACTIVITY

Discussion of case studies.

## GOAL

To learn best practices for creating web-oriented graphics and charts for ongoing stories, themes and content verticals.

# TRAIN THE TRAINERS CERTIFICATION

Webbmedia Group offers an intensive certification program to train your organization's trainers. The program lasts a full week on-site at your offices, or we offer a weekend program where eight sessions are spread over two months.

Your staff will learn how to:

- Implement Webbmedia Group's training methodology
- Create and structure effective classes
- Motivate participants
- Identify and encourage participants who need extra help
- Develop benchmarks and processes for measuring outcomes
- Set benchmarks and key performance indicators for a single training module
- Develop a curriculum that is meaningful for your organization
- Implement best practices for public speaking and teaching
- Troubleshoot potential issues and pitfalls
- Use technology to enhance training and to encourage long-term learning

## CUSTOM MODULES

If your organization is in need of training that is not identified in our current offerings, we are able to create and staff custom modules for you. Please contact our office for details.

## ONE-ON-ONE SESSIONS

Webbmedia Group offers one-on-one sessions for most of the modules listed above. One-on-ones are ideal for busy executives who prefer learning in the privacy of their own offices. We can also work individually with all members of your staff for additional personalization and hands-on learning. Please contact our office for details.

## GADGET LAB

We strongly recommend that our clients acquire a number of laptops, tablets, mobile phones and e-Readers for use and experimentation by staff. Equipment should be housed in a central location. Items can be checked in and out for personal use by staff members.

Having equipment readily available is an excellent way to foster digital exploration in a safe, controlled environment. It will also ensure that more staff have had direct exposure to the tools, applications and equipment being used by many of the client's constituent base.

### RECOMMENDED GEAR

If possible, we recommend purchasing several of each piece of equipment below. Equipment should be upgraded yearly and old models should be retired but kept by the client for further research and experimentation. Equipment may either be unlocked so that staff can download applications to test, or equipment can remain locked and IT staff can curate and download new applications to each device weekly. It is vital that staff have the ability to play with numerous applications even if they have no overt tie to the client's primary work. Angry Birds and Cut The Rope have both influenced content-producing websites and social networks. Softpedia.com is an excellent resource for new applications.

- iPad
- iPhone
- Kindle
- Nook
- Sony e-Reader
- Samsung Galaxy Tab
- HP Tablet
- Chromebook
- BlackBerry phone
- Windows OS laptop
- Mac OS laptop
- Digital camera
- Digital video camera
- Digital audio recorder
- All necessary batteries and cables

## NEXT STEPS

If you would like to speak with us more about corporate training, please contact our office. We'll begin a conversation about your needs, ideas for curriculum and assessments and a timeline.

### **CONTACT**

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### **ABOUT WEBBMEDIA GROUP**

Webbmedia Group is an award-winning international digital strategy consultancy that advises Global 1000 and Fortune 500 companies, media organizations, mid-sized businesses, foundations, governments and universities worldwide. For more information see [www.webbmediagroup.com](http://www.webbmediagroup.com)