

IAB SA October Digital Den sessions equip attendees with digital skills

IAB SA will hold October Digital Den sessions aimed at equipping attendees with digital skills required to be successful in the dynamic digital landscape.



Aimed at media agencies, publishers and brand marketing teams, the Digital Essential Marketing Course offers a foundational overview of the most important concepts and practices in digital marketing management. The course, which consists of four sessions, will focus on leadership, management, culture and creativity in digital marketing and will approach digital as part of the entire marketing ecosystem, rather than a standalone channel.

The courses will run once a week from 14 October to 4 November 2015.

On 8 October, Kelly Walden, Digital Marketing Manager for Adidas, will share her thoughts on what brand marketers can anticipate from both their brand agency and publishing partners in order to meet the demands of today's digital consumer. Walden's exposure to the entire digital lifecycle, from the perspective of agency, brand and publisher, puts her in a unique position to provide valuable insights.

On 13 October, Carl Jordan, advertising technology specialist with a CV that includes work for Yahoo UK, Google UK, Thomson Reuters UL and Outbrain South Africa, will be talking about how brands and publishers can use advertising technology to engage their target audience. With 16 years experience in selling advertising technology solutions to media and digital agencies, brands, and publishers, Jordan will provide valuable and practical advice.

For more information, go to <http://iabsa.net/events/>.