



## **PROGRAM OUTLINE**

### **INTAKE 7 – 27 JUNE – 16 SEPTEMBER 2015**

#### **ACCESS TO THE PORTAL**

You will have access to the program from **27th June 2015 until 2 October 2015**, which will give you an extra few weeks to access the program information after the program has been completed, should you fall behind/life events crop up. Plan your time wisely!

#### **ACCESS TO MENTORS**

Mentors are available for the 12 week duration of the program content only, **from the 27 June to 16 September**. Make the most of them!

#### **ACCESS TO MEMBERS LOUNGE (PRIVATE FACEBOOK GROUP)**

You will have access the Member Lounge indefinitely – you have a life membership! (as long as the program runs)

#### **CERTIFICATE OF COMPLETION & BADGE**

To be eligible for a certificate of completion & badge you need complete 1 of the 2 below:

1. Complete 8 or more of the lessons by logging into the portal and completing the lesson and the quizzes online.

OR 2. Alternatively you can email a copy of your completed website plan or digital marketing strategy to us at [learn@thetrainingcollective.com.au](mailto:learn@thetrainingcollective.com.au)

**DUE DATE: 5pm Qld time, 2 October 2015.**

# KEY CONTENT DATES

**We encourage you to note these dates in your diary NOW!**

**Lesson 1 released – Sat 27 June**

**Webinar = Wed, Jul 1, 2015 7:30 PM – 8:30 PM EST**

Topic = Intro

Presenter = Yvette Adams

**Lesson 2 released – Sat 4 July**

**Webinar = Wed, Jul 8, 2015 7:30 PM – 8:30 PM EST**

Topic = Reviewing & maintaining websites

Presenter = Paul Barrs

**Lesson 3 released – Sat 11 July**

**Webinar = Wed, Jul 15, 2015 7:30 PM – 8:30 PM EST**

Topic = Establishing, growing & managing an online community

Presenter = Zoe

**Lesson 4 released – Sat 18 July**

**Webinar = Wed, Jul 22, 2015 7:30 PM – 8:30 PM EST**

Topic = Writing for Digital

Presenter = Krishna Everson

**Lesson 5 released – Sat 25 July**

**Webinar = Wed, Jul 29, 2015 7:30 PM – 8:30 PM EST**

Topic = Producing digital images

Presenter = Yvette Adams

**Lesson 6 released – Sat 1 August**

**Webinar = Wed, Aug 5, 2015 7:30 PM – 8:30 PM EST**

Topic = Producing videos

Presenter = Yvette Adams

**Lesson 7 released – Sat 8 August**

**Webinar = Wed, Aug 12, 2015 7:30 PM – 8:30 PM EST**

Topic = Preparing an email communication in Mailchimp

Presenter = Krishna Everson

**Lesson 8 released – Sat 15 August**

**Webinar = Wed, Aug 19, 2015 7:30 PM – 8:30 PM EST**

Topic = Running a competition or promotion on Facebook

Presenter = Donna Hamer

**Lesson 9 released – Sat 22 August**

**Webinar = Wed, Aug 26, 2015 7:30 PM – 8:30 PM EST**

Topic = Facebook advertising campaigns

Presenter = Zoe Wyatt

**Lesson 10 released – Sat 29 August**

**Webinar = Wed, Sep 2, 2015 7:30 PM – 8:30 PM EST**

Topic = Setting up your own Adwords campaign

Presenter = Mel Lees

**Lesson 11 released – Sat 5 Sept**

**Webinar = Wed, Sep 9, 2015 7:30 PM – 8:30 PM EST**

Topic = Social media tools the pros use

Presenter = Zoe Wyatt

**Lesson 12 released – Sat 12 Sept**

**Webinar = Wed, Sep 16, 2015 7:30 PM – 8:30 PM EST**

Topic = Advanced Analytics

Presenter = Yvette Adams