



TRINETIZEN MEDIA

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MULTIMEDIA & ONLINE ADVERTISING

One-day or two-day training course for executives

Do you know the difference between Google AdSense and Google AdWords?

How do you run an online advertising campaign for your new product or service?

What is a widget or a web mashup and why should you care?

The Internet is fast becoming the most influential resource for prospective customers.

Sophisticated buyers now want more for bang for their buck. Maybe you already heard of skyscrapers, rollovers and expandables but still aren't exactly sure what they mean.

This eye-opening training is specifically targetted at advertising executives who face significant challenges migrating to new media.

Learn how to:

- sell online advertising of various types and formats.
- benefit from the latest tools, applications and techniques of new media to run effective advertising programmes.
- find leads and prospects online to close your next sale.
- use multimedia to engage and win over customers.
- present an integrated advertising campaign that combines traditional and new media channels.
- measure the effectiveness of online advertising for your customers.

WHO SHOULD ATTEND:

- Advertising managers and directors responsible for charting the course for the next generation of advertising
- Media owners and buyers
- Brand managers
- Marketing, business development and sales professionals

TOPICS COVERED:

- Search engine marketing
- Corporate website design
- Blogging and social networks
- Podcasting, video-sharing and fan-based sites
- Online advertising
- Integrated marketing
- Understanding multimedia
- Successful global case studies

WHO IS TRINETIZEN MEDIA?

Established in 2000, Trinetizen Media specialises in news writing, media relations and training for the technology and media industries.

Our trainers are former journalists who consistently conduct in-house workshops for the media including The Star and Bernama as well as public workshops on Effective Media Relations and Investor Relations.

They have trained executives from AMD, Celcom, ExxonMobil Malaysia, Golden Screen Cinemas, Guthrie Group, ING Insurance, Kulim Technology Park Corp, Maxis Communications, Maybank, Motorola Malaysia, Public Mutual, Penang Seagate Industries and Telekom Malaysia, among others.

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