

**Ukie**

## **Digital Metrics & Analytics**

**Course Director: Tony Rowe**

Date: 29<sup>th</sup> January 2016

09.30 – 10.30	Digital metrics and analytics – Introduction
10.30 – 10.45	Coffee
10.45 – 12.30	Digital metrics and analytics – Strategy and tactics
12.30 – 13.30	Lunch
13.30 - 15.00	Digital metrics and analytics – Best practice
15.00 – 15.15	Tea
15.15 – 17.00	Digital metrics and analytics – Dashboard workshop