

Ukie Agenda for Digital Training



Introduction:

- The course will be interactive with a mixture of best practice, discussion and gaming industry sector case study scenario exercises. The exercise case studies will be nominated by the delegates on the day and they will work in small groups on these during the day.

Agenda:

09 00 Start, introductions, agenda, format of the day

09 20 Trends, usage of digital channels by the target audience, implications for the gaming sector

10 00 Digital planning stages – what you need to consider before you start (e.g. objectives, measurement, audience definition and insights).

10 20 Case study discussion – who wants to volunteer, with which case study scenarios?

10 30 Break

10 45 Case study set up & agreement on who will work on which one

11 10 Objective setting – acquisition, revenue and engagement

11 30 Understand your audience – behavioural segmentation, using digital channels to understand consumers better, insight generation (with case study exercise)

12 30 Lunch

1 15 Selecting the right media channels – how to use the 4 step customer engagement model to do this (acquire, participate, engage, share). How American Idol used the 4 steps to drive voter engagement, web traffic and increased revenue. How to get the mix between owned, earned and paid media correct.

1 50 Acquisition channels – how to reach new consumers through digital advertising, SEO and search ads, plus case study exercise

2 30 The role of mobile & how to use it to sell and promote games, plus group discussion

3 00 Break

3 15 Engagement channels – developments in social media and how to use these channels to get consumers to engage and share (plus case study exercise).

4 15 Measurement – how will you measure success against your acquisition, revenue and engagement objectives (plus case study exercise).

5 00 Questions, wrap up and close (by 5 30).