

# FIPP Digital Publishing Course - book your place!

LONDON, UK: The five-day training programme will take place in London, UK, from 21-25 February 2011 and has been designed to cover the major knowledge and skill areas needed by magazine publishing executives looking to develop lucrative and successful digital publishing models and equips magazine manager to develop effective and profitable digital strategies.



This practical interactive course, sponsored by eZ Systems, focuses on the strategies used by some of the most successful and entrepreneurial magazine website publishers. Course leaders Don Nicholas and Kim Mateus, from Mequoda Group (USA) know the expensive lessons that have been learned by pioneering digital publishers. They will share the techniques that are working to make online profitable. This programme offers a mix of both high-level strategy and some technical details. Designed to provide attendees with knowledge about which strategies are working and how they can be applied to their organisations.

## The modules covered include:

- Search engine optimisation;
- Designing media websites;
- Content management;
- Managing email revenue;
- Mobile design & applications;
- Selling online advertising;
- Organising print and online media teams;
- Key metrics, reporting and analysis;
- Budget and modelling.

Read the brochure and registration form

[www.fipp.com/User/Documents/DPC\\_Brochure\\_London\\_2011.pdf](http://www.fipp.com/User/Documents/DPC_Brochure_London_2011.pdf) for further information.

## Upcoming events:

January 2011 - FIPP Magazine Management Certificate - London, UK - [www.fipp.com/mbmc](http://www.fipp.com/mbmc). Contact: Christine Scott ([Christine@fipp.com](mailto:Christine@fipp.com)).

21-25 February 2011 - Digital Publishing Course - London, UK - [www.fipp.com/dpc](http://www.fipp.com/dpc). Contact: Jenny Stubbs [jenny@fipp.com](mailto:jenny@fipp.com).

14-15 March 2011 - 4th Digital Innovators' Summit - Berlin, Germany. Contact: Claire Jones [Claire@fipp.com](mailto:Claire@fipp.com).

10-12 October 2011 - 38th FIPP World Magazine Congress - New Delhi, India. Contact: Claire Jones [Claire@fipp.com](mailto:Claire@fipp.com).

For more, visit: <https://www.bizcommunity.com>