

**Digital Marketing Toolkit**

**ANLTC 2016-04**

Friday 29th April 2016, Training Room 1, DIT Library, Aungier St., Dublin 2

0930 – 1630

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| **Presenter:** | **Ned Potter** |

# Programme (Exact details subject to change to keep the workshop as up to date a possible!)

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| **0930** | Welcome and introduction |
| **0945** | Introduction to Digital Marketing  Publishing Online (including Issuu, Image Sources, Sway) |
| **1115** | COFFEE |
| **1145** | Geolocation  Augmented Reality  Mobile and apps |
| **1300** | LUNCH |
| **1400**  **1530** | Marketing with Video  Impact and Social Media Part 1: Tumblr and Blogs  **BREAK** |
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| **1545** | Impact and Social Media Part 2: Twitter |
| **1620** | Q & A and **Course evaluation** |
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