



DIGITAL QUBE

Leadership, Marketing & Management Courses

WORKING WITH GOOGLE
DIGITAL MARKETING TRAINING
TALENT PROGRAMS
BUSINESS & STARTUPS
BACK TO WORK COURSES
CORPORATE TRAINING

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ABU DHABI | DUBAI | LONDON | RAK | GLOBAL



AI for professionals

Description

Don't get left behind. It's time to slash your delivery times and double your efficiency in just 12 hours! Let us show you how. Learn how to quickly integrate AI into your workflows and day to day operations. After this course you will not only enhance your career prospects but also become a pivotal force in your company's success. Using cutting edge AI tools allows you to implement solutions that reduce costs, optimise workflow and improve customer engagement. Build the knowledge and expertise to transform your department & impress your team.

Learning Objectives

- This is a practical course that you can apply to real-life projects
- Collaborate in group discussions and feedback sessions to reinforce your learning, ensuring you have maximum impact in your workplace.
- Learn to use AI technology to improve businesses processes, efficiency, and data
- AI for process Automation
- Leading AI Tools

Course Plan

Modular; 12 hours

Delivery method; Face to face, or Virtual, e.g. Google Meet, Microsoft Teams

Format; Discussions, activities, application directly to your company

This course includes 12 discussions, 6 activities

Modules

1. Machine learning and AI and their application
2. AI Workflow transformation
3. Map out your current processes and identify the major challenges, repetitive tasks and time consuming activities.
4. Discuss how to use AI to slash delivery times and boost efficiency
5. Use natural language processing to save hours of works
6. Learn sophisticated prompting for ChatGPT that reflects the brand
7. See tool demonstrations - video translations, graphics creation, creating pre made templates. AI presentation creation.
8. Apply to your current projects with immediate result



Leadership & Digital Marketing Courses

This document provides information about Digital Qube's training courses and introduces our team of global trainers. Courses can be bespoke or off the shelf and delivered to managers, marketing teams and executives in the United Arab Emirates or abroad.

Digital Qube has a range of training courses featured on our website:

<https://www.digital-qube.com/>

Key Topics:

- Innovation and Technology
- The Future of the Workplace
- Leadership and Management
- Core Business Skills for Managers
- Internal Communications

- AI - Automating workflow, AI for professionals

Please note that the courses included in this document are not all the courses on offer, and that we have more courses on our website. We can also provide customised courses.

The training is delivered by subject matter experts with in-depth specialist knowledge, having worked with major brands worldwide.

Workshops are delivered by global trainers

Most with C-level experience in global companies

They will be up-beat, motivational, highly interactive, include multiple activities and discussions as well as many case studies and resources.

If there are any questions arising from this document, we are happy to answer these and provide any other information required.



Innovation and Technology

Description

Today the evolution of innovation and technology is moving faster than ever before. For successful businesses and organisations, it is vital that the decision makers and managers within them have a good understanding of how to plan, implement and work with these technologies and future proof their strategies, tactics and processes for further innovation and changes in technology.

The course can be customised to suit an organisation's needs, with practical activities created to address company-specific issues. Participants will leave the course with a working knowledge of key concepts, methods and tools, which they can then directly deploy within their organisation.

Learning Objectives

- Understand changing technologies and how they are being applied to businesses both on and offline
- Learn to use new technology to improve businesses processes, efficiency, and data
- Learn how to plan, implement, manage and measure the benefits from innovation and new technology within an organisation.

Course Plan

Modular; 9 modules, total 14 hours

Delivery method; Virtual, e.g. Zoom, Google Meet, Microsoft Teams

Format; Live online, activities, discussions, activities, case studies, templates

This course includes 12 discussions, 15 activities and 11 examples from the real world

Modules

1. The Drivers of Innovation, what are they?
2. New methods of using data to improve business performance
3. Machine learning and AI and their application
4. Technical transformation
5. Feedback Loops, how they can improve performance
6. Advanced Personalisation but improved user experience
7. The impact of The Internet of Things (IOT)
8. The new customer and changes in customer behaviour
9. New organizational structures now and for the future



Leadership and Management for the 21st Century

Description

This leadership and management course enhances and develops skills on how to steer an organisation properly, decision making, communicate with people, build teams, have positive relationships, manage and motivate.

It covers multiple important areas on how to be a successful leader and manager. It also helps attendees to become capable, inspirational leaders in areas such as conflict-handling and performance appraisal.

Course Plan

Modular, 9 modules, total 14 hours

Delivery method; Virtual, e.g. Zoom, Google Meet, Microsoft Teams

Format; Live online, activities, discussions, activities, case studies, templates

This course includes 12 discussions, 12 activities and 18 examples from the real world

Learning Objectives

- Learn vital business skills for effective leadership and management
- Understand best practice in business leadership
- Know how to apply successful and effective leadership and management in the real world

Modules

1. Defining vision, a mission and core values for success
2. Business planning and strategy
3. Setting objectives
4. Motivating and managing personnel
5. Leadership and Communication
6. Team Building
7. Running Meetings and Groups
8. Performance Appraisal
9. Hiring and Retaining Staff



The Future of the Workplace

Description

More and more companies are realising that there are now new ways of doing things that result in improved performance and productivity. At the same time the evolving digital economy has driven changes to some of the more traditional processes and internal structures and introduced new ones.

This course considers and explores some of the concepts and ideas related to the Workplace of the Future. This includes those that are connected to behaviour and well-being.

The current reduction in travel and the increased number of employees working at home in front of their computers means many organizations are now focusing on how to manage their current workforce to maximize downtime and deliver value and reassurance to their employees. However, it is likely that there are changes being made that will last well beyond the current global crisis.

Remote, online solutions are seeing a surge in usage. In addition, employees want to learn new skills, stay ahead and adopt new practices such as mindfulness and resilience training to help cope with the abrupt change in work-life balance. This course looks at these as well as other methods of embracing the concepts of the future workplace.

Course Plan

Modular, 9 modules, total 14 hours

Delivery method; Virtual, e.g. Zoom, Google Meet, Microsoft Teams

Format; Live online, activities, discussions, activities, case studies, templates

This course includes 14 discussions, 14 activities and 12 examples from the real world

Learning Objectives

- Understand how the workplace is going to evolve in the future
- Learn how to prepare and plan for the workplace of the future
- Analyse the most important elements that will affect the workplace of the future

Modules

1. The Impact of Innovation on the Workplace
2. Remote Team Leadership
3. Building Resilience and Sustainable Team Performance
4. Business Risk Management
5. Creative and Innovative Problem Solving
6. Motivating Remote Teams
7. Future Communication Methods
8. Matrix Management
9. Building a Digital First Culture



Change Management

Description

The Change Management course has been created to help people within organisations manage change and provides techniques to effectively plan and implement successful transformation initiatives. This course explores how change affects, and is affected by, individuals, teams, organizations and change leaders, and equips individuals with the necessary knowledge, theories and techniques to manage successful change.

Course Plan

Modular, 8 modules, total 14 hours

Delivery method; Virtual, e.g. Zoom, Google Meet, Microsoft Teams

Format; Live online, activities, discussions, activities, case studies, templates

This course includes 10 discussions, 11 activities and 16 examples from the real world

Learning Objectives

- Learn how to manage end to end change management
- Be motivated to meet the challenges of change in an organisation

Modules

1. The People Challenge of Change
2. The Importance of Leadership during Change
3. Cascade Change
4. Making the Case
5. Ownership
6. Change and Communication
7. Change and Culture
8. Continuous Reassessment



Design For Branding

Description

Would you like to know how to create effective and impactful designs that drive results and create engagement with a brand? Learn how colours layouts, different design elements, and typography all come together to create a winning brand. Most importantly the course will unlock your creative thinking, which is critical to creating impactful designs which mirror your brand message and drive the right attention and engagement with a brand.

Course Plan

Modular, 3 sessions, 4 hours each.

Delivery method; In-Person & Virtual, e.g. Google Meet, Microsoft Teams

Format; In-Person/Live activities, Canva demos, branded templates, workbook

This course includes 6 discussions, 7 activities and 5 examples from the real world, along with a workbook where you will apply your teachings in practical, real world exercises related to you

Learning Objectives

- Learn the fundamentals of branding, design, layouts, and conceptual elements concerning design projects.
- Learn how to think creatively, understand a creative brief, and conduct research to gather significant material to create a design.
- Learn how to use Canva and Adobe Illustrator to create designs

Modules

1. Principles of branding, design, typography, layouts, and conceptual elements concerning design projects.
2. How to create impactful brand guidelines (with examples). How to think creatively, understand, and conduct research to gather material to create your own design. Canva tutorials.
3. Create your own brand - Canva or Adobe Illustrator tutorials.
4. Final practical assessment. Applying design fundamentals to current marketing assets eg. social media, newsletters, print media, websites, and more



Digital Marketing for Leads

Description

Designed by our CEO and accredited Google Trainer Rosie Seldon, this four-session training programme is designed to empower you with essential digital marketing skills specifically aimed at boosting lead generation. Each session blends theory with hands-on activities, allowing you to apply what you learn directly to your projects. As a result, you can expect to see an increase in business leads and a more effective marketing strategy tailored to your needs. This course is not just about listening—it's about learning how to drive leads and sales online.

Course Plan

Modular, 12 hours

Delivery method; Virtual, or in person Google Meet, Microsoft Teams

Format; Google demonstrations, Meta Software discussions, live campaign activities, workbook, KPI and funnel templates

Learning Objectives

- Learn how to build funnels, forecasting techniques, and ad models
- Explore successful lead generation campaign strategies

Modules

- Understand key performance indicators (KPIs) for digital marketing
- Learn how to build funnels, forecasting techniques, and ad models
- Explore successful lead generation campaign strategies
- Develop high level marketing plans
- Analyze customer funnels and journeys
- Practice using paid media ads on Meta platforms (Facebook and Instagram)
- Understand ad targeting, budgeting, and performance tracking
- Learn techniques for organic growth on social media platforms
- Understand the various Google advertising options (YouTube, Search, Shopping)
- Develop skills to create and manage Google ad campaigns effectively



High Performance Digital Marketing

Description

A practical hands-on course where all the digital and marketing teams and company managers can come together to plan and create exceptional marketing campaigns

Course Plan

Modular, 4-5 half day modules over 4 weeks, total 20 hours

Delivery method; Face to Face is recommended. Virtual available too, e.g. Google Meet

Format; Live presentations, discussions, case studies, workbooks, video homework

This course includes a workbook, videos and real-life application to your current projects. It references case studies from global companies that will inspire the team.

Learning Objectives

- Set Key Performance Indicators - learn how the leading companies around the world such as Colgate, track their campaigns to perfection, enabling them to generate unbelievable global awareness which reaches every corner of the world.
- Understand how to get into the mindset of your customer so your creative ads double their response rates
- Learn how to tap into the latest Campaign software and AI systems to ensure strong marketing delivery
- Apply all the learnings immediately to your marketing campaigns

Modules

1. KPI setting - learning market-leading frameworks. Understanding the Mindset of the Customers, to develop exceptional marketing
2. Planning the winning campaign - Using SEO, Google ads and display, and social media, campaign planning, budgeting, and excellent execution
3. Online advertising - Demos of Meta, Google and other online campaign systems.
4. Creative inspiration -how to create ads & content that outperforms.
1. Branding, design and social media



Other Modules

PROJECT MANAGEMENT

Project management is the key to delivering all projects successfully. This module covers the what, the why and the how of project management. You will learn how to create project plans, and will be required to implement project planning techniques to drive efficiency through on-the-job experience. You will be required to manage various stakeholders, highlight task accountability, and implement time-management techniques to deliver a digital project end-to-end. Setting SMART goals and clear communication is key.

SEARCH ENGINE OPTIMISATION (SEO)

Achieving a top listing on the search engines is critical to online marketing success. There are many aspects to building your organic Google listings. We'll train you on which SEO frameworks to use and how to apply it to your website and marketing. You will learn how to conduct an SEO audit, various on-page and off-page techniques, as well as an introduction to technical SEO to SEO optimise webpages independently.

CONTENT AND COPYWRITING

Creating impactful content and copywriting is critical to digital marketing success! You will learn how to run a content project the Digital Qube way! From devising a project plan, to liaising with stakeholders, you will learn to navigate through site maps, create a content matrix, and deliver content effectively. You will cover website content, EDM content, and blog posts.

DESIGN

Learn vital skills to make sophisticated designs using graphic design software. Become familiar with the design process, context, and communication through image-making and typography. We will focus on the fundamentals and principles of design and how to incorporate the learnings into our design aesthetic using design tools such as CANVA & Adobe Illustrator. You will practice end-to-end processes of creating design layouts.

BRANDING & DIGITAL MARKETING

Learn all about branding and digital design. You will learn to scope, plan, and run a branding and digital design project. This may include brainstorming, value proposition exercises, brand mapping and tag lines, as well as creating a brand manifesto. All the foundations to great brand design and successful brand launches! The output may include brand guidelines, logo creation, and proposition document.

PAID MEDIA

Throughout this module, you will be taken through the steps of campaign planning, proven methodology, forecasting and reporting, and will learn how to scope, plan and run a paid media campaign. You will be required to set campaign objectives, KPIs, and run budgeted ads through Google or Meta Platforms. Once live, you will learn the importance of analytics and reporting.

SOCIAL MEDIA

This module provides an overview of understanding the importance of social media for business. You will learn how to scope, plan, run and measure a social media marketing project. We will cover social media strategy across multiple platforms, and you will be expected to create social media calendar posts to achieve your targets.

WEBSITE USABILITY

The course outlines the basics of website usability for business. Attendees will grasp the importance of website usability and will be expected to build a project plan, scope, plan and run a website usability project including audit. You will need to map out and report user experience journeys and provide solutions to enhance existing user journeys.



Brands

Below are just some of the brands that the trainers and Subject Matter Experts have delivered training for.





Global Trainers



ROSIE

Digital Transformation & Marketing

A digital marketing professional and Google Trainer who is based in the UAE, where she runs Digital Qube Marketing Consultants. She was part of the dot com boom in 2000, and helped many of the top companies in London, launch their 'first ever websites' and digital offerings.

After launching the UK's first ever online fund supermarket in the UK, she then went on to work with many banks, launching their first ever share trading, investments, insurance, mortgages and bank products online, in a variety of marketing roles. Rosie spent 3 years working at HSBC responsible for heading up the digital strategy and customer experience teams. She then went on to Lloyds Bank, where she led mobile, website, and digital marketing initiatives as part of the Digital Transformation team.

Currently she provides marketing plans, training and high-quality marketing consultants to companies across the UAE. When she is not back at HQ with the team in the UAE she is running Digital Training Labs for Google and their clients.



COLIN

Learning & Performance Design

Colin helps businesses enhance the capability and corporate culture of their leadership and talent through contemporary learning. He has a clear focus on learning design to achieve tangible, measurable outcomes and consistent intervention are at the core of everything that he does

Colin has worked in digital for twenty-two years and has designed and delivered programmes for leadership, data/analytics, marketing and sales. He is a Google Masterclass Partner (programmatic, mobile, brand solutions), a certified LEGO SERIOUS PLAY facilitator and a lecturer for Squared Online. Before that he ran commercial teams for companies such as LinkedIn, Yahoo!, Advertising.com and AOL., as well as previously working as a UK Government Growth Coach.

Colin is also the Chair of the London Tech Advocates DataTech group, with a mission to provide learning and support for London's world class Data and Analytics technology community.



Jeremy

Course Designer & Trainer

Jeremy is a trainer, speaker, and consultant with 25 years of experience working with senior management, both client side and within agencies.

He is a Lecturer and Professor at EDHEC University in Lille and ISDI in Barcelona, has been a visiting Professor at Hult in Dubai, Westminster University and The Stockholm School of Economics. He has wide experience and expertise in areas such as strategy and planning, leadership, digital transformation, and marketing. Jeremy is also a facilitator and trainer for the Google Digital Academy.

Jeremy has also worked directly for many leading global brands such as Microsoft, IBM, Google, Vodafone, Johnson & Johnson, Ely Lilly, 3i, Jumeirah Group, British Airways, and Hilton Hotels and Resorts.

With a solid background leading hundreds of successful campaigns for enterprise, SMEs and Start-ups, he uses this experience in designing and delivering training and mentoring businesses and their teams to improve their performance.

Jeremy is passionate about teaching, training, sharing knowledge and improving the expertise of people worldwide. He is often invited to be the keynote speaker at events around the world and has spoken at events in New York, Dubai, Las Vegas, Moscow, and London and for brands such as Oracle, IBM and Adobe.



Nigel

Strategy & Digital Transformation

Nigel has extensive experience in advising clients on strategic marketing and delivering projects in response to specific business challenges. His work has ranged from focusing on media planning and innovation within agencies to working directly with businesses on their digital strategy and transformation.

Nigel's career at WPP agencies involved managing media strategy for clients, such as Rolex and Nestle, and setting up the digital functions at JWT and Mindshare. On the client side, he helped develop and manage Barclays' global media strategy as part of its One Barclays transformation and was part of Jaguar's in-house strategic and creative agency (Spark44) planning the global re-positioning of the Jaguar brand and the launch of key models such as the F-TYPE. Nigel worked closely with home improvement business, Kingfisher, as part of the core digital transformation team. This involved developing their content and social media strategy for the launch of new brand GoodHome.

Since 2016 Nigel has worked as a Google Partner on its Digital Marketing Transformation programme delivering regular two-day Labs for global brands and agencies on both Brand Activation and Programmatic Strategy.



Dave

Educator & Business Development

Dave is a trainer/facilitator, co-founder of a data insight/activation platform and champion of innovation.

He has worked for over 20 years in digital advertising, half of that time in media agencies, and half on the supply/sale side; for the last 5 years Dave has been delivering training on programmatic (display) advertising, consulting to brands large and small, and working as an independent business development resource.

Since Covid struck in 2020, he has been part of The Learning Doctors, has co-founded both Intuizi and The Pivot Plant, and has also found the time to conceptualise and create The Innovation Sessions with New Digital Age.



Pilar

Digital Transformation & Marketing Trainer

Since 2005, Pilar has advised hundreds of brands looking to cut through the noise of the digital space. They include Sony Pictures, Playstation, Coca Cola, Chevrolet, BBC, Microsoft and many more. Most recently, in the past 5 years, she has trained and coached over 5,000 business professionals around the world, in more than 50 face to face workshops and over 20 online courses.

Pilar became a Lead Facilitator for the Google Digital Academy in 2016, where she now trains their top clients in mobile strategy, programmatic advertising and user-centric marketing. Her facilitation style is straightforward, energising, stimulating discussion and regularly inspiring listeners into action.

Pilar has also been a Course Leader for the Emeritus Institute of Management since 2017, advising students in the Columbia Business School and MIT online courses of Digital Marketing, Digital Strategy for Business and Platform Strategies.

She founded her own business in 2014, with a vision to help evolve an industry. Barrio Digital is a collective of digital professionals from all over the world, who use the power of community to deliver best-in-class consultancy and training. Pilar is deeply involved in learning and development, with a strong focus on e-learning. In 2018 and 2019 she helped IESE Business School in Barcelona create two of their star online courses Digital Mindset and Women Leadership.



Jeff

Digital Learning & Transformation

Jeff works closely with his clients to fulfill the sourcing and training of digital professionals across the display advertising industry in programmatic advertising markets.

This includes helping publishers, networks, agencies and tech providers to find talent for their trafficking, optimising, analytics and product management teams. Roles that involve client services and account management with a technical edge are also part of his remit.

Jeff believes that the 'people' fit is just as important as skills and experience, so works hard to maintain good business relationships with every client.

Jeff is a Lead Facilitator for the Google Digital Academy and trains their clients in mobile strategy, programmatic advertising and user-centric marketing.

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