

PROGRAMME WORKSHOP WEBSITE PROMOTION

Enhance your e-marketing capabilities!

The objective

To increase international webbased performance of BSOs and SME's by improving e-marketing capability.

Your benefit

You will have immediate benefits from this workshop, because it is practical and tailor made:

- Practical; every presentation is followed by an assignment. The skills learned can immediately put to use by using the available Internet connected computers.
- Tailormade: assignments are included based on the background of the participants.
- Effective: improved web visibility: better exposure to (potential) users target groups!

Topics

- Website targets and goals
- Website assessment
- Usability
- Homepage
- Promotion instruments (Search Engine Marketing, linking, AdWords, e-mail)
- Promotion plan + evaluation

And much more practical tips and suggestions!

By whom?

The workshop will be organized by IBCE, in association with the Centre for the Promotion of Imports from The Netherlands (CBI). The facilitators are experienced CBI experts from The Netherlands with specific expertise in the field of website promotion.

Programme workshop website promotion

Day 1	Subject: Website strategies, usability and SEO
08.15 - 08.45	Registration
08.45 - 09.15	Opening and introduction
09.15 - 10.45	Website strategy: goals and target groups :: Joost van der Kooij
10.45 - 11.15	<i>Coffee / tea break</i>
11.15 - 12.30	Website strategy and usability :: Alfons van Duijvenbode
12.30 - 14.00	<i>Lunch</i>
14.00 - 15.30	Website strategy and usability - continued :: Alfons van Duijvenbode
15.30 - 16.00	<i>Coffee / Tea break</i>
16.00 - 17.30	Search Engine Optimization :: Joost van der Kooij
Day 2	Subject: SEA, link popularity, email marketing and other tools
09.00 - 10.30	Search Engine Advertisement - Adwords :: Alfons van Duijvenbode
10.30 - 11.00	<i>Coffee / Tea break</i>
11.00 - 12.30	Enhancing link popularity - Submitting to portals and directories :: Joost van der Kooij
12.30 - 14.00	<i>Lunch</i>
14.00 - 15.30	E-mail marketing and other tools :: Alfons van Duijvenbode
15.30 - 16.00	<i>Coffee / Tea break</i>
16.00 - 17.30	Planning, budgeting and evaluation :: Joost van der Kooij
17.30	Closing and handing out of certificates