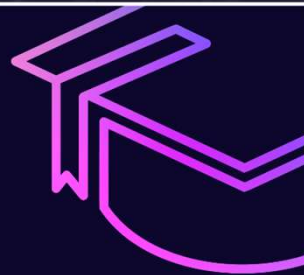




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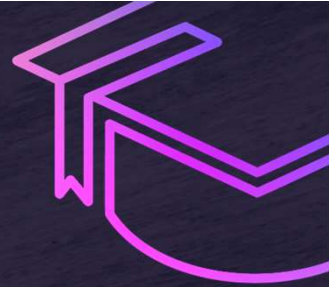
Manifesto



- The industry is moving fast, rhythmmed by technology.
- There's an appetite for digital talents, that will manage *yesterday's* efforts.
- It is difficult for brands and agencies to keep up with both knowledge and empowerment.
- Knowledge is built by experience.
- There's a lot of ground to cover.
- Sharing is caring, sharing is fun. Sharing in an efficient way is hard.
- Expertise is to be discussed; even against popular opinions.
- Ideas are to be debated; ideas need a platform.
- There's no '*one size fits all*' approach.

Enter *root: Academy*.

Three pillars, with one purpose



root: Academy

On the Spot

Monthly academic sessions,
following a 2020 [agenda](#).

On the Go

Custom-made workshops at your
offices, for small groups.
Produced to fit your needs.

On the Floor

Quarterly network events,
mixing knowledge and pleasure.

root: Consulting

root: Academy | On the spot



- 2020 Modules

- Digital Media overview | *Beginner*
- Digital Media Strategy | *Advanced*
- Programmatic demystified *Beginner*
- Programmatic in Action | *Advanced*
- Paid Social in 2020 | *Beginner*
- Paid Social campaign management | *Advanced*
- Life in Google Ads (YouTube & GDN) | *Beginner*
- Life in Google Ads (SEA) | *Beginner*
- Digital audio in 2020 | *Beginner*
- Trafficking 101 | *Beginner*
- Data management | *Beginner*

Programmatic Demystified

About this module

Programmatic media is a complex ecosystem, this module aims to help marketers seamlessly navigate its principles.

In Belgium, 45% of digital media is bought programmatically; be it exposition, engagement or performance. Mixing strategy and technology to build and optimize against audiences and detailed levels of data, this course will provide you with the adequate knowledge to approach programmatic media operations. We'll discuss how to develop successful strategies to maximize effectiveness and measure success. At the end of the course, you'll understand how programmatic advertising can be applied to all marketing scenarios to fulfill your intentions

We're not academics. We're professionals.

Our senior profiles have been at the forefront of the programmatic industry in Belgium. They have launched and operated large-scale trading units that have worked for both global and local brands. Today, they share their experience while doing consultancy.

Content

- Programmatic lexicon and evolution
- Algorithms powering media buying
- Landscape and main technologies
- Trading in real time
- Media buying marketplaces
- Data, audiences and targeting
- Creative options
- Cracking brand safety and quality

This course is for you, if

- You're a brand or product manager looking to strengthen its knowledge to manage partners and activities.
- You're an agency talent managing accounts and specialists, looking to expand its digital media expertise.
- You're a soon-to-be programmatic specialist entering the workforce, willing to be brought up to speed.
- You're an HR manager / C-level profile looking for staff training opportunities.
- You're a publisher expanding knowledge on digital inventory management.

Paid Social in 2020

About this module

Covering today's landscape, building campaigns and optimization across platforms, from Facebook to TikTok.

It goes without saying that social media is an important part of brand's digital activities. CMOs and marketers are allocating a large part of their advertising budgets towards social channels, aiming to approach their customers in a more personalized way and build communities – and having interactions almost in real time.

Each platform has its own codes, and the same goes for sponsored content and how to bring it to audiences - be it to support brand narratives, engage with consumers or drive sales.

We're not academics. We're professionals.

Our senior profiles have been involved in the management of Social Media agencies and their operations, on both the media and content fronts. Today, they share their experience while doing consultancy.

Content

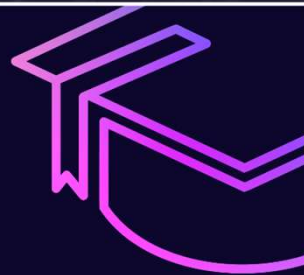
- The different social media platforms and their profiles
- Building a social media strategy
- Translate it in an multi-channel plan
- Setting a campaign in platforms
- Improve business performances through optimization

This course is for you, if

- You're a brand that has an in-house team dedicated to paid social.
- You're a SOHO business looking to deploy a social media presence.
- You're an agency talent managing accounts and specialists, looking to expand its digital media expertise.
- You're an HR manager / C-level profile looking for staff training opportunities.



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