

Digital bootcamp offers experts on strategy

The [AAA School of Advertising](#) has partnered with digital marketing expert [Andrea Mitchell](#) and other reputable guest speakers to develop a series of five digital bootcamps, which will train people in advertising, media and their clients, in the field of digital marketing and advertising. [[with Biz](#)]



The first course will take place in Cape Town on Wednesday 12 October 2011 and will cover all aspects of digital marketing, including digital strategy, the difference between each digital channel, integration and measurement.

Thereafter, weekly focused sessions will take place, which go into more detail on each digital channel and will include other reputable industry experts.

About Andrea Mitchell

Mitchell moved into the online advertising world in 1997 and was one of the first online media specialists in the country. Her contribution to the development of the digital landscape is well reputed and has resulted in much of the industry's progression and standardisation.

Mitchell currently serves on the DMMA executive committee as head of research and was responsible for the compilation of a hand guide to online marketing released in 2007, with an updated version in 2010. She has been instrumental in setting many digital standards in South Africa and is committed to growth of digital in SA.



As a media partner, Bizcommunity is making two tickets available to two lucky readers for the entire series of bootcamps. To find out how to win a ticket and to book your place, go to our [AAA Digital Bootcamp page](#). For more details on the bootcamps themselves, [download this pdf](#) (457.81KB).