

Phase 1 - Training

Kick Off Info Event	Tue 28 th July	5:30 – 6:30pm	Room: FPAA/260-115
Meet the Google team, find out more about the digital media industry and what the programme has to offer.			
Digital Media & AdWords Seminar 1	Wed 12 th August	5:30 – 7:30pm	Room: LibB15/109-B15
Introduction to Google AdWords (what they are and how they work), consumer behaviour and the digital ecosystem in NZ.			
Digital Media & AdWords Seminar 2	Thur 20 th August	5:30 – 7:30pm	Room: Eng3404/403-404
A more in depth insight in to using AdWords, bidding and budgets and account set up.			
Google AdWords Accreditation – You have 2/3 weeks to sit the Google AdWords assessment online to become accredited, then move on to phase 2 to practice your skills.			



Phase 2 – Industry Experience Project

Career Workshop 1 - Secrets to Succeeding in Advertising	Mon 31 st August	12:00 – 2:00pm	Room: LibB15/109-B15
A careers workshop, co-facilitated by CDES and students from last year's programme, to prepare you to make the most of your industry project.			
Industry Experience Project – A group project where you will put your new skills in to practice with a real business, designing and implementing a strategy to increase an organisations digital presence, using AdWords.			



Phase 3 – Meet Employers

Career Workshop 2 - What's your Brand?	Tue 6 th October	5:30 – 7:30pm	Room: LibB10/109-B10
Identify all of the great skills and experience you have gained, and learn how to communicate these effectively to employers. Develop your personal brand and learn how to express this online and get noticed (for the right reasons)!			
Careers Summit	Tue 13 th October	5:30 – 7:30pm	Room: LibB10 Foyer – outside 109-B10
Closing event and mini careers expo, starting with short presentations from the Google team and industry representatives, followed by a mini careers expo, offering students the opportunity to speak directly to employers who are offering digital media/advertising jobs, internships and graduate programmes.			