



## The AGOF Academy

Practice-oriented seminars all about online media planning with TOP and online marketing with the internet facts study

The **AGOF Academy** is the logical extension of AGOF's market-oriented activities. Its aim is to provide interested market partners with the necessary know-how on how to use TOP and AGOF's market media studies in online media planning and online marketing. Thus, it fosters an effective and successful use of the Internet as an advertising platform.

The one-day seminars organised by the AGOF Academy offer a variety of subjects. AGOF is chiefly responsible for the content of the seminars.

Based on years of experience in developing and implementing the "Internet Facts" study and the marketers' and media agencies' feedback, the practice-oriented seminars are designed according to the needs of the target groups.

An experienced team of trainers hosts the seminars. All trainers have many years of experience in the marketing and/or agency business and therefore know the different demands of the industry. Moreover, due to a close cooperation with the AGOF Commission Planning, the seminars are very close to business practice