



Seminar Contents

What we offer at the AGOF Academy

Currently, the AGOF Academy offers seminars on the following topics:

- Online Media Planning with TOP
- Using the internet facts study for marketing
- Effective training - Identifying arguments with the internet facts study
- Basic requirements for participating in AGOF

Seminars on Online Media Planning with TOP

Approximately 70 German media agencies now intensively use the AGOF planning tool TOP for online media planning.

The diverse analysing options available in TOP help identify web sites and booking units relevant for the defined target groups. Target groups can be individually displayed and analysed by means of 800 individual characteristics. Furthermore, more than 2,500 booking units, numerous standard and special advertising formats per marketer as well as media-specific options such as Frequency Capping and Targeting are available for creating media plans.

With a mixture of theory and practice, the seminars for online media planning will demonstrate how to use the planning tool effectively in everyday media planning and marketing. The separation into courses for beginners, experienced users and experts takes the different levels of experience with TOP into account and enables possible participants to select a suitable seminar according to their level of knowledge.

Online Media Planning with TOP for BEGINNERS

"From target group analysis to media selection"

- Contents: Basics on AGOF and TOP, incl. practical exercises for initial analysis options
- Target group: Individuals who have never or only marginally worked with TOP
- Learning objective / result: Creating and analysing target groups, analysing and selecting media by customer specifications

Online Media Planning with TOP for EXPERIENCED USERS

"From media plan input to media plan analysis"

- Contents: Basics on TOP, incl. practical exercises with regard to media plan input and analysing basic data while including Frequency Capping and Targeting
- Target group: Individuals who have already worked with TOP, though have not yet used TOP for media planning

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- Learning objective / result: Creating and analysing media plans

Online Media Planning with TOP for EXPERTS

"The fine points of creating media plans"

- Contents: Experts' tips on creating online media plans, incl. practical exercises and presenting different options to display complex briefings in TOP to generate performance data
- Target group: Individuals who regularly use TOP for media planning
- Learning objective / result: fine tuning of media plans, displaying complex media plans in TOP, presenting possible approaches for improvement and exposing differences in media plans and lines of arguments

Seminar on how to use the internet facts study in marketing

Whether for object portraits, in public relations, for individual customer presentations or to strategically analyse your own portfolio – the internet facts study offers a unique wealth of analysing options and marketing arguments.

This seminar will provide beginners with the tools for handling the data of the AGOF internet facts study. Many exercises and examples of use will ensure successful utilisation of the internet facts study for marketing. An on-site computer is not required for this seminar.

For all-rounders at marketer organisations this seminar will supplement the knowledge acquired in the other TOP seminars with practical, sales-related components. It also offers tools for marketing-related handling of the data for staff that do not perform counts themselves, whether for designing sales material or when using the internet facts study in direct customer contact.

Using the internet facts study in marketing

"Sales arguments and using the Internet Facts study data in online marketing"

- Content: Reading internet facts study analyses Developing sales arguments Rules on how to display and quote the data Best Practices Tips for public relations
- Target group: Staff at marketing organisations such as marketing staff, sales assistants, back office staff, sales staff, public relations staff
- Learning objective / result: assurance in using the internet facts study in sales, marketing and public relations

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Effective training - Identifying arguments with the internet facts study

"Using the internet facts study data in TOP effectively to find and support arguments"

- Content: Practise, practise, practise The participants will learn how to reach concrete results and derive concrete statements, instead of simply processing click commands. How can I effectively identify arguments in favour of online media in TOP and how could they be brought forward? Brushing up lost knowledge. Developing possible standards of everyday work
- Target group: Staff members from media agencies or marketers who have already participated in a TOP seminar and want to gain practice for their every day work.
- Learning objective / result: The goal is to manage the transfer from operating the program to dealing with concrete problems in practice

Seminar on the basic requirements for participating in AGOF

Every web site owner who would like his performance data to be measured in the AGOF internet facts study asks himself the question "How can I successfully participate in the AGOF system?" The key to success is the knowledge about framework conditions, technical specifications and operating the various AGOF tools that can be acquired in this seminar.

An on-site computer is required for the practical exercises included in this seminar. If the seminar takes place at the facilities of the AGOF Academy, you can use one of the supplied computers. If the seminar takes place in-house on your own premises, you need to provide for computers to be used during the seminar.

Basics for participating in AGOF

"What you need to observe when integrating web sites into the AGOF internet facts study – essential know-how for participating in the AGOF internet facts study"

- Content: Formal requirements Technical integration of counting pixels Using the WCC (INFOnline's Website Control Centre) Strategic composition of booking units Using the AGOF Manager Sample analyses "What effect does ... have?" in TOP Displaying time and resource management
- Target group: Individuals who plan to join the AGOF internet facts study with web sites or have just joined with their web sites. All levels will be discussed: strategic, organisational and practical levels.
- Learning objective / result: To get an overview of what is required to market the data of the internet facts study correctly. The know-how acquired in this seminar allows for the smooth integration and participation of web sites in the internet facts study.



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