



Target Groups and Focus

Who we would like to address with the AGOF Academy

The AGOF Academy equally addresses online media planners and classic media planners as well as AGOF marketers. Other target groups are media planners and marketing managers working at advertisers.

The AGOF Academy attaches utmost importance to individual target group requirements. By applying this concept we would like to ensure sustainable success in everyday work. The professionally designed and ongoing range of seminars focuses on different topics and responds to the varied knowledge levels of possible participants. That is why we offer seminars on specific topics for beginners, experienced users and experts.

The seminars offered by the AGOF Academy are based on a well-balanced mix of theory and practice. This strengthens the relevant topical focus of the seminar by requiring participants to actively participate in practical exercises. For this reason, the participants can either bring their own laptop or use a computer supplied by AGOF. A comprehensive documentation of the training material on CD which includes numerous practical examples can be taken home and so used in everyday work.

After successfully participating in a seminar, each participant will receive a confirmation of participation which documents his/her achievements.

The AGOF Academy applies the same high standards to its trainers and seminars as AGOF does when conducting the internet facts study. This guarantees a high-quality market- and practice-oriented approach in designing the seminars. Moreover, by filling in a short questionnaire, the participants are encouraged to give feedback and request changes or additions. These suggestions will be integrated into the future design of the seminars offered at the AGOF Academy.

More Information

- Planning
- Service
- AGOF
- internet facts
- Participating