

## THE DIGITAL EVOLUTION - ARE YOU KEEPING PACE?

### A One-Day Training Conference

### For Senior Managers and Professionals

Where: Ty Dysgu Conference Centre, Cefn Coed, Nantgarw, Cardiff, CF15 7QQ  
When: 18<sup>th</sup> of April 2016  
Time: 9am to 4pm  
Cost: £120 per delegate

We are living in an increasingly connected world with access to friends, professional networks, content, software and services, hitherto unimagined, all available with the click of a few buttons.

Delivered by Dr Sangeet Bhullar, this one-day interactive conference provides an overview and insights into how these internet and digital technologies (including social media) are evolving, and how these technologies can be used personally, professionally and for organisational benefit.

Addressing the key themes of 'The Social Web', 'Digital Professional Development' and 'Online Reputation', this interactive conference will feature master class style demonstrations, case studies, reflective group work, and 'live blogging' to showcase how online tools and technologies can be used in practice.

### Interactive exercises | 'Masterclass style' demos Hands on and group activity | Content creation

#### The Social Web – Understand the Landscape

Gain insights into how the internet and web technologies are evolving and how you and your organisation can benefit from:

- Social media platforms – example: YouTube, Instagram, Twitter, Pinterest and Facebook.
- Multi-media blogging tools (engaging video, audio and slideshow content).
- Free and cloud based web services and resources.
- VOIP technologies such as Skype and Google Hangout.
- E-learning platforms.

#### Digital Professional Development – Increase Your Skills

Gain insights into effective use of creative, collaborative and social internet technologies.

- Discover new digital trends and the implications for individuals/organisations.
- Inspire and engage staff and service users using digital media.
- Experience 'live-blogging' to see how to easily create and share content.
- Understand how to organise and curate online content.
- Learn how to discover new information, use online networks and resources to stay up-to-date.
- Discover effective tools to deliver e-learning, mentoring and other services online.

## Online Reputation – Develop and Manage Your Digital Footprint

Professionally promote and manage your individual and organisational presence online.

- Understand digital professionalism and online reputation issues.
- Consider the online ‘human face’ of your organisation, and the resources needed to promote your organisation.
- Learn how to promote your organisation online effectively, using a range of content creation, networking and social web services/ tools (examples and case studies will be offered).
- Learn how to embed effective ‘digital practices’ in your organisational development work.
- Understand legal issues and best practice to use social platforms safely, professionally (examples and case studies will be offered).
- Create a draft action plan to help your organisation gain benefit from the internet and digital technologies.

### The Digital Evolution Takeaway

At conference close, delegates will have gained new insights into the 3 key areas of Digital Evolution: The Social Web, Digital Professional Development and Online Reputation.

**Delegates will also have created a draft organisational action plan to implement in the workplace.** The action plan will enable them to focus on the strategies needed to innovate and embed effective use of online services/platforms for professional and organisational gain.

### Equipment to Bring

To ensure delegates get the most benefit out of the interactive and group based activities, it is requested that they bring their own mobile phones and tablets (with Google Chrome installed) with them.

### About the Trainer and ‘Digital and People’

Dr Sangeet Bhullar is the founder of the ‘Digital and People Project’ which works with organisations and professionals to develop their digital competency and provide them with a ‘digital edge’. She is also the founder of ‘WISE KIDS’ a non-profit company promoting Innovative, Positive and Safe Internet Use for young people and those who work with them. Sangeet has developed and delivered training programmes, led research projects, written guidance, advised schools and organisations and spoken at conferences internationally on the topics of Digital Literacy for the Knowledge Economy, Digital Literacy in Education, Youth and Digital Citizenship and Online Safety.

### To Book Your Place

To reserve a space on this one-day conference, please register at: <https://digitalevolution.eventbrite.co.uk>  
If you have any questions, send an email to [events@digitalandpeople.co.uk](mailto:events@digitalandpeople.co.uk)

