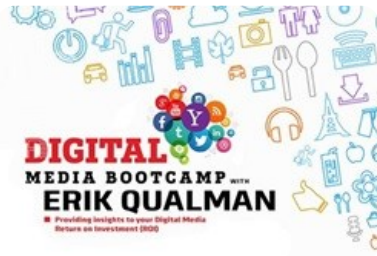


USIU-Africa Digital Media Bootcamp kicks off Thursday

Kenya's USIU-Africa will be hosting its inaugural Digital Media Bootcamp with international speaker, Erik Qualman, on campus in Nairobi from 24-25 July 2014.



Organised in conjunction with Globetrack International, the two-day Digital Media Bootcamp will cover areas such as socialnomics (social media strategy, best tools, quick practical wins); digital leadership (5 habits of digital leadership; digital reputation); Social Business (Return on Investment).

The event is expected to inspire and empower participants with social media marketing tactics, to use online media to gain more exposure, increase traffic, cultivate loyal fans and grow their business.

Qualman will guide participants specifically in the following areas:

- Identifying the best digital media tools and practices for use to gain brand recognition.
- Identifying how best to utilise your resources i.e. time, human and financial resources to make digital media platforms integrate and work for you across various levels and sections of your organisation.
- To further enhance your knowledge on how to integrate various digital media platforms to interact with customers and manage brand engagement effectively.
- Identifying the return on investment where digital media is concerned and promote brand love.
- To manage consumer engagement and digital communication crises effectively and efficiently in a manner that enhances your brand identity and image.
- To remain on the organisation's objective path, while being flexible enough to change your strategies as the need arises.

their customers through various platforms.

For more, go to www.dmbotcamp.co.ke.