

# Digital Marketing Workshop

## Learn A Powerful Skill Set for the Modern Professional

November 5 – 7, 2019  
Dasman Diabetes Institute, Boubyan Hall, Kuwait

### About the Digital Marketing Workshop

Digital Marketing is one of the most powerful skill sets in the tool chest of the modern professional, and like any constantly changing topic, can be hard to navigate. In order to solve this, **AstroLabs Academy** has built a comprehensive **Digital Marketing Workshop** with hands-on, up-to-date learning modules to turn you from a novice to a high impact competent certified digital marketing professional.

Whether you're looking for a new career in digital marketing or just wish to add digital to your existing skill set, the Digital Marketing Workshop will prepare you to become a complete digital marketer.

### Objectives

This workshop will be a hands-on training that will cover various areas of digital marketing and how these methods would apply to deliver better results. This program will focus on a real example from an organization in Kuwait.

### Key Learning

- Draft the initial digital strategy for their organization that will guide their efforts
- Learn the tactics that will drive the success of this strategy
- Craft purposeful content and manage it for your social media channels
- How to lead conversations on social media on behalf of your brand
- How to read the reports and gain valuable insights from them
- How to run ads and manage media campaigns across digital & social channels
- How to recruit and work with influencers and brand advocates

### Participant Profile

Attendees are expected to understand the fundamentals of marketing. Digital marketing is not necessary as the training will cover the fundamentals and bring the attendees up to speed on the latest tactics and trends in digital marketing.

- Leaders that want to drive their teams' digital marketing efforts and craft effective strategies
- Marketers that want to advance their skills in digital marketing and social media
- Department heads that want to understand the tools at their disposal
- Communication experts that want to learn how to talk to a digitally savvy audience.



### Meet Your Instructor: Mohtab Arabiat

Head of Digital Development at AstroLabs, Mohtab is an early adopter with a passion for digital storytelling. With over 11 years of experience in digital marketing, Mohtab brings to the table the practical knowledge and experience that led to the success of over 35 of the top brands in the MENA region. His experience at agencies such as FP7 and Starcom gave him the opportunity to work with some of the top industry leaders in a number of sectors such as telecom, FMCG, QSR, and banking, among others.

### About AstroLabs

AstroLabs is the region's premier coworking community and learning academy for digital technology companies. Our mission is to create a thriving technology ecosystem in the MENA region. AstroLabs provides world-class capacity building programs enabling continuous talent upskilling for organizations on their digital transformation journeys.

### Logistics

Date: November 5 - 7, 2019  
Where: Dasman Diabetes Institute, Boubyan Hall  
Registration: <https://oe.kfas.org.kw/Default>  
Contact: [training@kfas.org.kw](mailto:training@kfas.org.kw)  
Phone: +965 22278100 EXT: 1883/ 1853/  
1877/ 1875/ 1854