

ONLINE TRAINING

on

CREATIVE CONTENT FOR SOCIAL MEDIA



Date: 10th October 2024 (Thursday)
Time: 09.00 am to 1.00 pm & 2.00 pm to 5.00 pm
Venue: ZOOM APPS
HRDC SBL KHAS Claimable

WHO SHOULD ATTEND

- Sales and Digital Marketing Employees
- Marketing Executive/Managers
- Current or Aspiring Entrepreneur's

PROGRAMME OVERVIEW

- In today's busy digital marketplace, it's vital that businesses work to build trust with their leads and Customers. Building trust can help your business establish a positive brand reputation; creating custom content is a great way to get to know your leads and customers while building good will.
- What to learn how to do product photography, shoot video, design content, edit video and promote in Youtube in 1 day? If you are interested in create attractive content for your online marketing at zero cost.
- Join this online training to explore the opportunity!

WHAT YOU WILL LEARN?

By the end of the training, you will learn:

- Creative content for digital marketing
- Product photography techniques
- Video shooting and editing using smartphone
- Setup and optimize YouTube channel
- Bonus module: How to make money on YouTube
- FREE participants Workbook

DELIVERY METHODOLOGY

- Presentation, activities & Interactive discussions via zoom apps.

SCHEDULE (This only a guideline. The actual schedule may differ)

09.15-09.30 am : Introduction Social Media

09.30-10.30 am : Creative content for Digital Marketing

10.30-10.45 am : TEA BREAK

10.45-12.45 pm : Product photography techniques

12.45-1.45 pm : LUNCH BREAK

1.45- 3.30 pm : Video shooting and editing using smartphone

3.30-3.45 pm : TEA BREAK

3.45-5.00pm : Setup and optimize YouTube channel

Bonus module : How to make money on YouTube

5.00pm : END

TRAINER PROFILE

NURUL HUDA

Nurul-Huda Mohamed Afandi is a Chartered Accountant (Australia), a Certified Information Systems Auditor (CISA), and University of Melbourne graduate. She provide consulting which provides training and consultancy for government agencies, SMEs, and Start-Ups specializing in

- IT projects,
- Digital marketing and
- Homestay business.

- Her journey in digital marketing began since year 2006. Currently, she is one of the Top 10 eUsahawan Master Trainer in Malaysia, the first batch of Facebook Blueprint Certified Trainer in Malaysia and a Certified HRDF Trainer. She has trained over 1200 Malaysians in digital marketing.
- She actively serves in NGOs as Malaysia Youth Council Vice President 2018-2020, Chartered Accountant Australia and New Zealand - Malaysia Committee 2018-2019. Previously she also served as the National President of JCI Malaysia 2017, 2014 President of Commonwealth Alliance of Young Entrepreneurs Asia (CAYE-ASIA) and 2013 President of JCI Petaling Jaya.

REGISTRATION FEE

Participation Fee: RM 700 per person

(Zoom Apps)* **SBL KHAS HRDF Claimable**

(E-Certificate of attendance awarded for those who complete the programme)

***Meal allowance provided**

***In-House Training can be organised upon request**

We have limited seats! Register Now!

To register, email to marketing department at mytrain2@mytrainingmalaysia.com or

pathma@eliteedgetraining.com.my

Online register available, kindly visit at

www.eliteedgetraining.com.my

ORGANISED BY

Elite Edge Training

LEVEL 23-1, Premier Suite, One Mont Kiara No 1,
Jalan Kiara, Mont Kiara 50480 Kuala Lumpur
Malaysia

Tel: +603 – 2785 6816

Marketing WhatsApp : + 6013 335 8805