

DIGITAL AWARENESS & COMPETENCES

HELP!

I CANNOT FOLLOW ANY MORE



DURATION

Depending on the module

NUMBER OF PARTICIPANTS

max: 6 participants

LOCATION

- in company (tailor made)
- off site
- online

CONTACT INFORMATION

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In short:

We live in a digital world, which is constantly evolving. There is a lot coming our way and for some it is simply beyond their comprehension. The younger generation juggles it as if it is "peanuts". For "oldies", it is not easy to get on that express train and to follow. These "anciens" are 45+, at the top of their game, but digitally inadequate. Let's avoid that they have to get off at the next station!

CONTENT

Below you will find a number of themes that may be offered. This list is not exhaustive and can be adapted in function of your needs.

- Module 1: Cybertraps - Loop niet in de val (*)
- Module 2: LinkedIn - best practices
- Module 3: Canva - best practices
- Module 4: TikTok for Business
- Module 5: Facebook for Business
- Module 6: Content marketing
- Module 7: E-mail marketing
- Module 8: Instagram - best practices
- Module 9: Outlook as time management tool
- Module 10: Digital marketing strategie
- Module 11: GDPR - do's en don't's (coming soon)
- Module 12: Video conference & video calls (coming soon)
- Module 13: Smartphone gebruik (coming soon)

Phishing test: how digitally safe are your employees?

The modules are chosen during the intake with the person in charge.

During the preparation the level of the participants is determined in order to compose homogeneous groups.

TARGET GROUP

For all valuable employees, who want to stay tuned digitally.