

# digiVOX's first training workshop successful

Around 35 industry professionals from Cape Town gathered at the Art of Digital Media Planning workshop hosted by digiVOX in partnership with BizCommunity late last week. Speakers included Adrian Hewlett, Andrea Mitchell, Jonathan Allan-Barrett, André Britz and Garth Rhoda.



Adrian Hewlett, chairman of the [Online Publishers Association](#) (OPA) kick started the day with an overview of the local digital landscape. He emphasised the phenomenal growth that the online industry is seeing in South Africa as well as the importance of integrated campaigns that leverage off the unique aspects that digital offers. He indicated to the audience where the OPA is positioned in terms of its governance and involvement in the online industry, and shared some aspirations for the future through various initiatives undertaken by the OPA, the most recent exciting initiative being [The Bookmarks](#).

## Challenging the audience

Andrea Mitchell, MD and founder of digiVOX followed with an overview of the South Africa online audience (pc and mobile web) and provided an overview of how much advertisers are spending in the online space vs other mediums. Mitchell also elaborated on the importance of setting objectives in a measurable environment.

Jonathan Allan-Barrett, digiVOX's project manager imparted his thoughts around how to go about developing the mindset necessary for selecting the right digital channels to augment and compliment a communications campaign. Speaking from the perspective of the end user he challenged the audience to think about the reasons why people are using technology and to find ways that enhance that experience. Jonathan spoke about brand ownership and the shift that has made to the consumer and the importance of using digital to connect with people - through whatever channel works best.

André Britz, digital strategist at digiVOX opened her presentation with strategies on how to find the target market, in the right spaces at the right time. Explaining the different environments she spoke about where they fit in a media plan, together with the various ways of tracking results. Mitchell picked up from this point to share how demographic and behavioural targeting can be used in the process and went on to explain the various creative messaging options available.

Garth Rhoda, who is responsible for mobile at Habari Media presented a few case studies and answered questions regarding this aspect of digital marketing, followed by further online case studies being presented by Mitchell and Allan-Barrett.

## Plans underway for more workshops

The atmosphere on the day was one of a keen desire for knowledge from an enthusiastic and interactive audience. Overall the day was a success with much positive feedback having been received from the audience.

Andrea Mitchell comments, “We are very pleased and inspired by the enthusiasm shown at our first workshop. There is some great potential (as well as existing) talent out there, and we'll do all we can to empower this talent. We have, and always will be enthusiastic about the growth of digital marketing in South Africa.”

Based on the success of this first training workshop, plans are currently under way to host another event in Johannesburg, in addition to further workshops geared toward online advertising.

Should you wish to be notified of these future events, email or go to [www.digivox.co.za](http://www.digivox.co.za).

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