

The Fourth Semester of iPROM Academy Starts in February

LJUBLJANA, 28 January 2014

More than 270 people took part in iPROM Academy workshops so far.

On 13 February, iPROM Academy will again open its doors. The date will mark the beginning of the fourth semester of well-received workshops that help participants improve their skills in the area of digital marketing. At the training sessions, participants will find out about various topics, such as online video advertising, web analytics, online media planning, targeting, search marketing and other advanced types of digital advertising. More than 270 people attended the workshops during the past three iPROM Academy semesters.



The opening workshop will be led by Leon Brenčič, who will talk about modern and effective digital advertising that is just not possible without well-defined and measurable goals. He will talk about good as well as bad practices. He will be followed by Rok Hrastnik, digital marketing guru. He will showcase different examples of disruptive business models and present such opportunities in Slovenia.

The next two workshops will address search engine and web analytics. Anja Molan will talk about advanced campaign settings for search engine advertising and will explain to participants how to interpret, evaluate and optimize such campaigns. The second

workshop, led by Lucie Pokorna, will introduce web analytics basics to beginners and explore the opportunities that it opens up for different online models.

The fourth semester of iPROM Academy will be concluded by Miloš Suša, who will talk about the power of online video advertising. The participants will see the results of effective video advertising campaigns and look to the future of online video advertising. You can read more about workshop agendas [here](#).

iPROM Academy has been attended by more than 270 people.

iPROM Academy launched its first semester in summer 2012. During the three semesters of workshops, more than 270 participants from 60 companies attended the academy.

Nina Bilban, iPROM Academy Lead, said: »iPROM Academy has proven popular among Slovenian marketers as it provides first-hand knowledge to participants. As a leading Slovenian provider of digital advertising solutions, we have access to numerous real-life scenarios and best practices. We are convinced that iPROM Academy participants will gain the hands-on knowledge about how to use digital media communication to improve business results and prudently invest in advertising.«

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About iPROM

iPROM specializes in planning and running advertising campaigns in digital media. The tools we create are used across the industry by advertisers, direct marketers and web publishers and help them plan, execute and analyze their digital marketing activities. They are designed to increase the effectiveness of these activities as well as to make the complex world of web advertising a little simpler for our customers, justifying their investments with outstanding returns.

In a data-driven world, ad-serving efficiency is very important. Using media properties, data analytics, in-depth research and the smartest technology available, we enable marketers to deliver the right message to the right person at the right time, every time. With our tools for ultra-precise targeted audience segmentation, effective planning and proficient execution, companies are equipped to build better brands, more successful operations and stronger customer relationships.