

ACCTRAIN ACADEMY

ACCELERATED LEARNING PRACTICUM

WWW.ACCTRAINACADEMY.COM.SG

UEN 201604334R



➤ **COURSE DESCRIPTION**

Does your organisation have a robust policy for its digital content that is designed to achieve your business goals?

What gets measured gets managed - without sound content management policies, processes and guidelines, your business is exposed to costly risks detrimental to your reputation and digital presence.

➤ **COURSE HIGHLIGHTS**

- Protect company's Intellectual Property (IP), copyright, web properties, trademarks and registered assets with compliance, processes and best practices
- Detect, prevent and/or correct business risks by prioritising and organising internal, third-party and public-facing content on approved platforms, systems and channels
- Improve and refine processes, policies and guidelines on content management to achieve business goals, increase operating efficiency and adhere to compliance

➤ **JOIN US TODAY!**

Buttress your digital content with strategic policies, processes and guidelines. Join our class today to learn how.

"How Do You Protect Your Company's Intellectual Property?"

➤ **DIGITAL CONTENT & POLICY STRATEGIES**

Under WSQ Skills Framework:

RET-CIE-4002-1.1 Content Management System Utilisation

COURSE CODE: TGS-2020504962

Course Duration

- 24 Hours

Mode of Delivery

- Face-to-Face

Course Fee

- \$840 (before subsidy)

Who Should Attend

- Business Leaders, Business Owners, Mid-Career Professionals and Executives looking to expand their knowledge and skills in designing and developing management policies, processes and guidelines for digital content



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