

For training in digital marketing come to the experts!

Whether you need a short intensive training course in a particular "hot digital topic" or a more structured syllabus designed around your company's needs, the Institute of Direct Marketing can help.

As Europe's leading body for the professional development and training in direct, data and digital marketing your professional development couldn't be in more capable or trusted hands!



Digital Boosters sponsored by adestra

Developed by the Institute's award-winning digital marketing faculty these one-day Boosters deliver fast, concentrated knowledge in 6 key areas.



SOCIAL
MEDIA



AFFILIATE
MARKETING



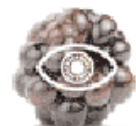
WRITING
FOR SEARCH



WEB
USABILITY



MOBILE
MARKETING



ONLINE
PR

Whether you need to fill an important gap in your digital marketing knowledge, or just whet your appetite, make sure you check out the IDM Booster series. You will learn not only the very latest digital skills, but importantly you'll be taught by the very best in the business.

Reed Business Information Customer Offer

The IDM is delighted to have partnered with Reed Business Information to offer its customers exclusive savings on IDM Digital Booster Courses. Booster places can be booked at just **£275 + VAT** by emailing customerservices@theidm.com or by calling **020 8614 0277**. Please quote RBI.

"The IDM is our first choice for training our marketers in internet skills."

Mike Tildesley, Hon F IDM,
Marketing Director, More Than

For details of other IDM courses in digital marketing (prices start at £445) please visit www.theidm.com/digitaltraining