



## **AIMIA Expands Digital Training program with Digital Nation**

Sydney, 24 May 2012: Digital services consultancy VentureOne expands its training program under new brand Digital Nation.

Building on the 4 years of running the highly successful series on Digital Project Management, Digital Content Business and Commercialising Video, Digital Nation will focus on workshops and training for digital agencies, web publishers and corporates.

Digital Nation CEO Claudia Sagripanti says, "We know our approach and format works based on the positive feedback received and that fact that we have trained over 500 people around the country. With the rapid changes in digital services requirements, there is a great need to train the next generation of management in team building and management, business management, account management and other core skills. We are also helping more traditional businesses with the transformation to digital."

Sagripanti continues: "We're working with highly respected and experienced industry practitioners to deliver training, including Vishy Narayanan, Matt Costello, formerly of 5<sup>th</sup> Finger and now at Newport Capital, and Billy Tucker, formerly of Cudo and Ninemsn, now at 57 Signals. The first Digital Nation courses will be *Building and Managing High Performing Teams* on July 10 in Sydney, *Advanced Digital Project Management* in Sydney and Melbourne, and *MBA in a Day - Business Management Essentials* in Sydney and Melbourne in August."

Simon Goodrich, AIMIA President says, "AIMIA is delighted to continue working with Digital Nation in providing professional industry based training to help core skills, support consistent best practice and lift commercial performance across the industry. We and our members have noticed an appreciable difference in skills level due to the education provided by VentureOne, now Digital Nation."

Digital Nation range of courses include:

- Digital Project Management – basic and advanced
- Account Management training
- Pitching and Partnering
- MBA in a Day - Business Management Essentials for digital agencies
- Mobile apps strategy

For more details please visit [www.digital-nation.com.au](http://www.digital-nation.com.au).

\*ENDS\*

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