VALE *digital skills* TRAINING

ProMo-Cymru empowering people to develop digital skills and taking their ideas to the next level

As digital literacy becomes more essential on a daily basis **ProMo-Cymru** deliver professional training. Encouraging creativity, experimentation in an entertaining and educational way.

COURSES AVAILABLE:

Becoming a blogger 13th May LLANTWIT MAJOR	***Build your own website** 3rd - 17th June COWBRIDGE	**Backing up on cloud** 19th June LLANTWIT	**Making most of your mobile** 27th June SULLY
Being engaging online 22nd May SULLY	**Being engaging online** 4th June ST ATHAN	**Getting into the cloud** 19th June LLANTWIT	**Ecommerce** 2nd July SULLY
Young person trends 23rd May COWBRIDGE	***Mobile high quality content** 6th June SULLY	**Google analytics** 25th June ST ATHAN	**Comparing the market** 8th July ST ATHAN
Free graphic design tools 29th May COWBRIDGE	***Mobile filming & vlogging** 13th June ST ATHAN	**Google ads** 25th June ST ATHAN	**Linkedin** 11th July WENVOE

A wide variety of subjects will be covered such as:

Instagram, Snap chat, How to create a website, Online reviewng, video and image sharing , Wordpress/Bloggong, Ecommerce, Trip Advisor, Google adwords and analytics, Pinterest, YouTube, Linkedin

Please note: courses are only eligible for those who live in the rural Vale or work in third sector/ voluntary organisations benefitting the Vale.

Classes vary from 1- 3 sessions

FOR MORE INFORMATION AND TO BOOK

www.valeofglamorgan.gov.uk/digitaltraining

ALL COURSES ARE BASED ON FIRST COME FIRST SERVED. PLACES ARE LIMITIED SO PLEASE HURRY TO BOOK YOUR PLACE NOW.

FROM £20

Becoming a Blogger

Ever dreamed of becoming a writer online? Whether writing reviews of local restaurants, penning match reports for your favourite sports team or simply keeping a diary of feelings and musings, we'll show you how to do it!

VALE *digital skills* **TRAINING**

EVENING
COURSE 6:30pm – 9:30pm

By the end of this session, participants will:

- Have created their own blogging website (using either Wordpress or Blogger)
- Have written their first blog
- Understand what makes good blog writing
- Know how to embed media, such as images, videos and social media posts, into their posts

Aimed at: professionals, residents, hobbyists and enthusiasts

Level: Intermediate
Participants will be confident using most websites and Microsoft Word. Most importantly, participants will have a passion for writing and an idea for their blogs

HERITAGE CENTRE
LLANTWIT MAJOR

Becoming a blogger

13th May

TOTAL COST
£20
COURSE CONSISTS OF A SINGLE SESSION

creative RURAL COMMUNITIES

www.valeofglamorgan.gov.uk/digitaltraining

Please note: courses are only eligible for those who live in the rural Vale or work in third sector/voluntary organisations benefitting the Vale.

Be engaging online

If you're already using social media to engage with the public but would like to know how to create more engaging content, improve your reach, and discover some new ideas and free tools, this session is for you!

VALE *digital skills*
TRAINING

EVENING
COURSE 6:30pm - 9:30pm

By the end of this session, participants will:

- Be able to build upon their existing social media skills to use social media more effectively
- Be able to create interesting and engaging content to meet their audience's needs
- Be able to use free online tools to create innovative and dynamic content
- Understand the different approaches to engaging on different platforms such as Facebook and LinkedIn.

Aimed at: professionals and organisations

Level: Intermediate
For professionals who already use social media at a beginner or intermediate level.

THE OLD SCHOOL
SULLY

Be engaging online

22nd May

TOTAL COST
£20
COURSE CONSISTS OF A SINGLE SESSION

www.valeofglamorgan.gov.uk/digitaltraining

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Young person trends

Fortnite, Minecraft, Instagram, Snapchat, YouTube... What are these sites and what makes them so compelling for young people? Gain a better understanding of what young people are doing online and how to protect them. Hear from a digital native and self-confessed online gaming addict!

ProMo CYMRU

VALE *digital skills* TRAINING

EVENING
COURSE 6:30pm - 9:30pm

COWBRIDGE COMMUNITY COLLEGE

Young person trends

23rd May

By the end of this session, participants will:

- Know about the main online platforms and communities and how they function
- Better understand the relationship between the physical and digital worlds of young people
- Understand some of the reasons why these sites are so appealing and can be addictive
- Know about online trends, what's hot and what's not?
- Understand what you can do to help young people to keep themselves safe and be responsible on line

TOTAL COST
£20
COURSE CONSISTS OF A SINGLE SESSION

Aimed at: family members and anyone who is interested in developing their understanding of the modern internet.

Level: Novice
No experience or prior knowledge needed.

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Ewrop a Chymru: Buddsoddi yn eich dyfodol Cronfa Amaethyddol Ewrop ar gyfer Datblygu Gwledig Europe & Wales: Investing in your future European Agricultural Fund for Rural Development

Llywodraeth Cymru Welsh Government

🖱 www.valeofglamorgan.gov.uk/digitaltraining
Please note: courses are only eligible for those who live in the rural Vale or work in third sector/voluntary organisations benefitting the Vale.

Build your own website

Discover how you can create your own blog or personal website, using WordPress - the platform used by over 60 million websites

VALE *digital skills* **TRAINING**

EVENING

COURSE 6:30pm - 9:30pm

By the end of this session, participants will:

- Be able to create a website, from a template, using Wordpress.
- Know how to edit page text, media and theme colours.
- Have a working knowledge of WordPress, including how to write blog posts and create new pages.
- Know how to use Wordpress Plugins to enhance your website.
- Understand what makes engaging online content.
- Have built their own personal or organisational website.

Aimed at: professionals, residents, hobbyists and enthusiasts

Level: Intermediate
No coding or web development knowledge required. Knowledge or experience of using WordPress advantageous, but not essential

COWBRIDGE COMPREHENSIVE

Build your own website

3rd - 17th June

TOTAL COST
£60
THREE SESSIONS

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Ewrop a Chymru: Buddsoddi yn eich dyfodol
Cronfa Amaethyddol Ewrop ar gyfer Datblygu Gwledig
Europe & Wales: Investing in your future
European Agricultural Fund for Rural Development

Llywodraeth Cymru
Welsh Government

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Introduction to free online graphic design tools
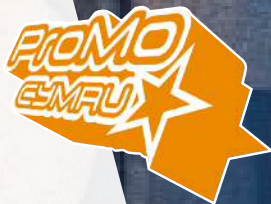
Make professional looking promotional materials and graphic design elements using online tools.

ProMO CYMRU

VALE *digital skills* TRAINING

MORNING
COURSE 9:30am - 12:30pm

By the end of this session, participants will:

- Be able to make simple promotional materials (such as poster, banner, business card or infographics,) using free online tools
- Learn about colours, composition, fonts
- Know how to create branded materials
- Have designed their own promotional materials
- Develop visual literacy skills
- Development of IT skills

Aimed at: professionals, residents, hobbyists and enthusiasts.

Level: Beginner
No experience or prior knowledge needed.

COWBRIDGE COMPREHENSIVE

Introduction to free online graphic design tools

29th May

TOTAL COST
£20
COURSE CONSISTS OF A SINGLE SESSION

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Cronfa Amaethyddol Ewrop ar gyfer Datblygu Gwledig: Ewrop yn Buddsoddi mewn Ardaloedd Gwledig
European Agricultural Fund for Rural Development: Europe Investing in Rural Areas

Llywodraeth Cymru
Welsh Government

www.valeofglamorgan.gov.uk/digitaltraining

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Be engaging online

If you're already using social media to engage with the public but would like to know how to create more engaging content, improve your reach, and discover some new ideas and free tools, this session is for you!

VALE *digital skills*
TRAINING

DAY TIME
COURSE 9:30 am - 4 pm

By the end of this session, participants will:

- Be able to build upon their existing social media skills to use social media more effectively
- Be able to create interesting and engaging content to meet their audience's needs
- Be able to use free online tools to create innovative and dynamic content
- Understand the different approaches to engaging on different platforms such as Facebook and LinkedIn.

Aimed at: professionals and organisations

Level: Intermediate
For professionals who already use social media at a beginner or intermediate level.

THE GATHERING PLACE ST ATHAN

Be engaging online

4th June

TOTAL COST
£35
COURSE CONSISTS OF A SINGLE SESSION

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Creating high quality content using mobile phones

Transform your mobile phone into a portable studio. Learn how to film visually strong footage and tell stories. Be able to showcase your images and videos on platforms such as Instagram and YouTube.

VALE *digital skills*
TRAINING

DAY TIME
COURSE 9:30am - 4pm

By the end of this session, participants will:
- Have developed their visual literacy.
- Understand basic composition and lighting rules.
- Know about basic equipment and free software available (e.g. online editing software and apps).
- Have produced their own story using a mobile device.
- Have exported and saved the final video on their devices, ready to be shared.
- Know how to create their own Instagram Story.

Aimed at: professionals, residents, hobbyists and enthusiasts

Level: **Beginner**

THE OLD SCHOOL SULLY

Mobile high quality content

6th June

TOTAL COST
£35
COURSE CONSISTS OF A SINGLE SESSION

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Mobile filming and vlogging

Produce mobile multi-media stories with confidence. Learn about what makes good content and how to present stories in exciting ways.

ProMO CYMRU

VALE *digital skills* TRAINING

DAY TIME
COURSE 9:30 am - 4 pm

By the end of this session, participants will:

- Develop their visual literacy and storytelling skills
- Know how to better engage with their audience: recognise trends, encourage debate and raise the profile of key issues
- Discover the world of self-filming: from video diaries to mobile journalism
- Learn how to enhance their stories through the use of portable equipment
- Know how to broadcast an event live using video streaming apps like Facebook, YouTube, Instagram and Periscope

Aimed at: professionals, residents, hobbyists and enthusiasts

Level: Intermediate
Previous knowledge required. It's necessary to attend the Creating high quality content using mobile phones class previously or have a basic knowledge of creating videos.

THE GATHERING PLACE ST ATHAN

Mobile filming and vlogging

13th June

TOTAL COST
£35
COURSE CONSISTS OF A SINGLE SESSION

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Welsh Government

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Please note: courses are only eligible for those who live in the rural Vale or work in third sector/voluntary organisations benefitting the Vale.

The Cloud: Backing up your files, photos and more free tools

Discover the benefits to securely saving your files and photos in the cloud, and how you can access these amazing tools completely free of charge

VALE *digital skills* TRAINING

MORNING
COURSE 9:30am - 12:30pm

By the end of this session, participants will:

- Be able to backup and access their phone's photos online using Google Photos
- Be able to backup and access their files using Google Drive
- Know how to use Google's free online version of Word, PowerPoint and Excel - never lose another file again!

Aimed at: residents, hobbyists and enthusiasts

Level: Beginner
Participants should have access to a smartphone/laptop/computer and that's pretty much it!

HERITAGE CENTRE
LLANTWIT TOWN HALL

Backing up on Cloud

19th June

TOTAL COST
£20
COURSE CONSISTS OF 1 SESSION

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Please note: courses are only eligible for those who live in the rural Vale or work in third sector/voluntary organisations benefitting the Vale.

Getting your organisation into the cloud

ProMO CYMRU

Discover the numerous benefits of bringing your organisation into the Cloud. From real-time, collaborative working on documents and spreadsheets to accessing your work files from any internet connected device, from anywhere in the world! There's never been a better time to get your organisation online.

VALE *digital skills* TRAINING

AFTERNOON
COURSE 1pm - 4pm

By the end of this session, participants will:

- Understand what The Cloud is, and how it can be used to help their organisation
- Discover the benefits of online working, including instant autosaves, version backups, real-time collaboration and worldwide access
- Know how to access their files and folders from any location, with any compatible device (laptop, computer, tablet or smartphone)

Aimed at: professionals and organisations

Level: Beginner
Participants should be confident using Microsoft Office programmes, such as Word, Excel and PowerPoint, and accessing emails

HERITAGE CENTRE LLANTWIT TOWN HALL

Getting into the Cloud

19th June

TOTAL COST

£20

COURSE CONSISTS OF 1 SESSION

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Google Analytics

Understanding how your communication tools are performing is key to informing ongoing developments. We will equip you with this information to help you track and evaluate your outputs.

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TRAINING

MORNING
COURSE 9:30 am - 12:30 pm

THE GATHERING PLACE
ST ATHAN

Google analytics

25th June

By the end of this session, participants will:

- Be able create free Google Analytics account for their website
- Understand how to navigate Google Analytics
- Know where to find information about their website visitors, such as their age, location and what devices they used
- Understand how users found your website, and how to reach new audiences
- Discover how users interacted with your site, such as which pages they visited, how long they spent on each page and how to improve pages which may cause people to leave the site
- Have a basic understanding of Google's paid Ad service and the significant benefits of using it.

Aimed at: professionals and organisations

Level: Intermediate
Participants should already have a personal or organisational website and be comfortable navigating websites

CYFANSWM
£20
MAE'R CWRS YN CYNNWYS UN SESIWN

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Ewrop yn Buddsoddi mewn Ardaloedd Gwledig
European Agricultural Fund for
Rural Development:
Europe Investing in Rural Areas

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Welsh Government

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Google AdWords

Maximising your potential reach and being seen by the right people online has never been so important.
With Google's advertising platform, you can create clearly defined custom audiences to pinpoint the people you want to hear your message and drive website clicks.

ProMO CYMRU

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Ad

G

AFTERNOON
COURSE 1 pm - 4 pm

By the end of this session, participants will:

- Understand what Google AdWords is, how it works and how it can help drive website traffic for your organisation
- Understand how to navigate the site to learn about users' behaviour and maximise your cost-per-click
- Know how to create search campaigns
- Know how to create display campaigns
- Know how to create video campaigns
- Know how to find reporting data and how to monitor your ads performance

Aimed at: professionals and organisations

Level: Intermediate
Participants should already have a personal or organisational website and be comfortable navigating websites

THE GATHERING PLACE
ST ATHAN

Google Adwords

25th June

TOTAL COST
£35
COURSE CONSISTS OF A SINGLE SESSION

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Making the most of your mobile

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Did you know, your smartphone is more powerful all of NASA's computers in 1969? Make sure you're getting the most out of your mobile - from streaming to saving, to banking - discover how your phone can help you everyday. Plus, get your smartphone questions answered.

VALE *digital skills* TRAINING

EVENING
COURSE 6:30pm - 9:30pm

By the end of this session, participants will:

- Know how to access streaming services, such as BBC iPlayer, ITV Hub, YouTube and Netflix
- Know where to find money saving vouchers and other freebies
- Be able to use messaging apps such as WhatsApp, Instagram Messages and Facebook Messenger
- Understand e-commerce sites, such eBay, Amazon and Gumtree
- Have free access to over 35 million songs, Podcasts and radio shows
- Understand how to automatically backup and access photos and files in the cloud
- Be aware of the benefits of internet banking
- Have some top tips for staying safe online!

In this course, we encourage participants to bring their own questions and tell us what they'd like to learn. As such, the learning outcomes for this course are flexible, and can change from group-to-group.

Level: Beginner
Participants should have access to a smartphone.

THE OLD SCHOOL SULLY

Making the most of your mobile

27th June

TOTAL COST
£20
COURSE CONSISTS OF 1 SESSION

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Introduction to E-commerce Platforms

Explore the functions and compare the most popular e-commerce platforms. Learn about how others are using them to sell their products and develop successful businesses.

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EVENING
COURSE

By the end of this session, participants will:

- Understand how to use eBay, Amazon, Gumtree, Pinterest and Facebook to sell products and set up online shops.

- Understand what e-commerce platform is best for their needs.

- Discover how people are using these sites to generate income.

Aimed at: residents, hobbyists and enthusiasts.

Level: Beginner

THE OLD SCHOOL SULLY

E-commerce

2nd July

TOTAL COST

£20

COURSE CONSISTS OF 1 SESSION

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Comparing the market - How the internet can help you save money

In this session, we show you 12 tips to save you money in the next 12 months! Discover a host of websites and resources that can help you get the best deals on everything from flights and insurance, to meals out and being paid to shop! While you may have heard of, or even used, some of these online tools, we're confident even the most tech-savvy will learn something new.

VALE *digital skills* **TRAINING**

EVENING
COURSE 6:30pm - 9:30pm

THE GATHERING PLACE
ST ATHAN

Comparing the market

8th July

By the end of this session, participants will:

- Know where/how to find the best deals on flights, car insurance and even internet suppliers
- Learn the difference between real and fake reviews
- Learn how to use TripAdvisor
- Know how to find the best price on almost any item for sale online
- Understand how to use 'cashback' sites, which pay you to shop
- Know the best websites and apps to find vouchers for discounted meals and days out
- Learn how you can become a mystery shopper, or even get freebies as an internet reviewer
- Plus many more tips and hints for how to make sure you're getting the best value for your money

Aimed at: residents, hobbyists and enthusiasts.

Level: Beginner
Participants should own a smartphone/laptop/computer and feel comfortable accessing and using different websites.

TOTAL COST
£20
COURSE CONSISTS OF 1 SESSION

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Getting started with LinkedIn

If you're looking to build your professional profile online, then LinkedIn is the place for you. LinkedIn is the largest professional social network in the world and can be used to create new connections, apply for jobs and generally enhance your digital CV.

VALE *digital skills*
TRAINING

MORNING
COURSE 9:30am - 12:30pm

By the end of this session, participants will:

- Have an understanding around how the network works and how it can be used to enhance your professional profile
- Have created their own LinkedIn account with up-to-date information around employment history, professional profile and skills
- Started to build a network of colleagues and professionals who can give 'endorsements' to their skills and achievements
- Know where to look for job adverts and how to apply quickly and easily for the right posts

Aimed at: professionals

Level: Intermediate
For professionals who already use social media at a beginner level.

COMMUNITY CENTRE, WENVOE

Getting started with LinkedIn

11th July

TOTAL COST
£20
COURSE CONSISTS OF A SINGLE SESSION

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