

Web & Digital Project Management Training Course

Take control of your digital projects

Course Dates

Please note: This course is currently only available [in-house](#)

Digital projects are inherently complex and often stressful. Project managers are continually juggling with technical complexities, creative considerations, user requirements, budget and time constraints, not to mention the dynamics and politics of teams or organisations.

No matter what size, or level of complexity, all projects require a project management methodology and process that will help project managers rise to these challenges, ensuring greater success and happier end-users.

Emarketeers' Web and Digital Project Management training course will teach attendees how to apply Waterfall and Agile principles and processes to their entire project lifecycles, ensuring better control over their digital projects.

This fun and interactive course will leave you with brimming with new techniques and inspiration to successfully manage your web and digital projects moving forward.

Course Programme

Introducing Web & Digital Project Management

- Roles and responsibilities within digital teams
- Project manager qualities; what makes a "good" project manager
- Research on why digital projects fail and how to avoid failure
- Key issues facing digital project managers
- Overcoming challenges when managing digital projects

Structured Approaches to Digital Project Management

- Why use a structured approach to manage digital or web projects
- Which project management approach to use
- How to balance "anticipation" vs "adaptation"
- Key differences and pros and cons of Waterfall, Agile and PRINCE2 structured approaches
- An in-depth analysis of how to structure and run Waterfall and Agile projects
- Differences in roles between Waterfall and Agile projects
- How to deal with insufficient scope definition or scope creep
- Case studies and exercises on which structured approaches to choose

Scoping Web and Digital Projects

- Understanding the project lifecycle: project planning, execution and closure

- Key differences between Waterfall and Agile requirements gathering
- How to document requirements in Waterfall vs Agile projects
- How to create User Stories in Agile projects
- Proven techniques to help tease out content, technical and user requirements
- Case studies and exercises on building requirements

Maintaining User-Centricity in Web and Digital Projects

- The importance of persona development
- The role of user centred design in digital projects
- Sitemaps, wireframes, prototypes, user journey mapping – benefits, techniques and tools

Project Estimating and Planning

- The key components of digital project estimates
- Techniques to improving developer estimates
- Improving stakeholder buy-in when estimating
- Managing project progress: Waterfall vs Agile
- Handling risk and uncertainty; how to create a risk register
- Techniques and tools to manage communications effectively

Testing and Deployment

- Evaluating the various types of testing
- Introduction to accessibility compliance
- Essential factors to consider when performing usability testing
- Factors to consider when going live and beyond

Final project exercise

- Open discussion

Benefits

Following this training course, you will be able to:

- ✓ Develop a set of techniques to better control your web and digital projects
- ✓ Choose the appropriate structured approach to managing your digital projects
- ✓ Manage individual phases and relevant roles within your projects
- ✓ Learn techniques to handle risk and uncertainty
- ✓ Improve project communication via project management tools and techniques
- ✓ Effectively plan and manage projects, from inception to delivery
- ✓ Manage evolving strategies and technologies that impact on digital projects

All attendees receive an attendance certificate, a digital copy of the course materials and four weeks post course support online.

Audience

The web and digital project management course typically attracts project managers, digital producers or account managers at various levels, from basic to mid-level. Most attendees are likely to be involved in commissioning or delivering web or digital projects. This course is suitable for agencies or brands.

What people say

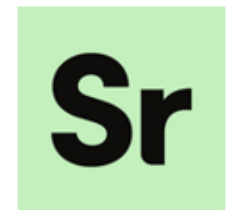
I came away from the day full of ideas for future projects and how to put the theory into practice. I can highly recommend this course, whether you're new to project management, or looking for new ideas to improve your processes.

Jess Connolly, Senior Digital Marketing Executive
Wienerberger



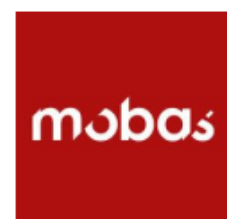
An incredibly useful overview of web design project management, filled with tips, tools and techniques that I can now implement in my organisation going forward.

Duncan McKean, Project Manager
Spicerack



The level of digital project management expertise on this course was so helpful in my learning. Project Management is a new role so everything that I picked up was really beneficial.

Harry Draper, Digital Project Manager
Mobas



I now feel at least somewhat qualified to begin the mammoth undertaking of redesigning my company's website. Jonathan clearly and simply taught us the various approaches to project management, and I now have a greater understanding of the technical issues too.

Jamie Fretwell, Media Relations & Communications Manager
BVRLA



Engaging, interesting and very informative – I can't wait to put what I've learned into practise!

Becky Handford, Senior Account Executive
FIG Creative



I was hesitant that an all day course may be a little too much to handle but I was pleasantly surprised at how intimate, entertaining and insightful the whole day was. Our leader Jonathan was fab and extra considerations like snacks and drinks made my day.

Rhea Warren, Project Co-ordinator
Fingo marketing



Coming from a more traditional advertising background I've ventured into the digital world with experience of project management, but not much confidence or know-how in how to apply to this to a new digital landscape. This course has now given me both the knowledge and confidence that I was lacking.

Emma Pais, Production & Traffic Manager
Bright Signals



I have been on a lot of day training courses with a fair amount of training companies and this course was honestly the best in terms of taking home actual practical, applicable knowledge and skills. It's changed the way I will approach any digital project or campaigns from now on.

Rachel Carter, Senior Digital Marketing Manager
International Compliance Training



Great course and a great tutor. Recommended!

David Aspinall, Digital Project Manager
BWP Group





The course clarified that my approach to web project management is sound but also gave me new strategies and techniques to improve my existing systems.

Anne Greaves, Digital Communications Officer
Sheffield Children's NHS Foundation Trust



This is a great introduction to Web Project Management and I left feeling more confident to take on digital projects. Highly recommend!

Yasamin Asrari, Creative Project Manager
Time Inc



This course covers all areas of Digital Project Management. Whether it is used as an introduction or a refresher/update course, it is well worth taking part in. I have come away with more knowledge than I ever had before and have found new techniques that I can also adapt to my offline projects.

Hollie Jacklin, Account Manager
Drummond Central



A course I would highly recommend. It clearly explains different areas of web project management in a concise, human manner.

Catherine Nolan, Senior Account Manager
LONO Creative



The best course I've been on – relevant, interesting, engaging and inspiring – Jonathan is a brilliant trainer (and we were very well fed!)

Anna Fleming, Head of Project Delivery
Bloomsbury Publishers





This course has armed me with an amazing amount of information, packed into a day that was thoroughly enjoyable, without feeling rushed.

Mandy Cayford, Digital Programme Manager
BSkyB



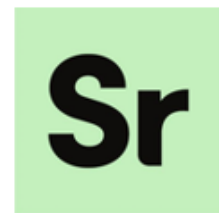
Emarketeers have clearly mastered the art of hosting workshops. What was essentially a fairly long day was sailed through and there weren't any moments of boredom or flurry. The pace was carefully crafted to maximize the knowledge intake and delegate attention. I wouldn't think twice about signing up for another one.

Andy McIntosh, Senior Digital Project Manager
RAPP



This course was great – I now have a much clearer understanding of the waterfall and agile methodologies and how I can apply them in my own way. The course is interactive (which is crucial for online learning) and the mini workshops throughout feel natural and really helped me understand how to apply the learning into the real world.

Alice Boyle, Digital Producer
Spicerack



An engaging and informative course. Highly recommended for any agency wanting to level up.

Caroline Butler, Client Manager
Gingerhead



Highly recommend this course! It really had help me gain confidence working on future website and digital projects. Easy to understand without feeling overwhelmed! Thank you.

Kerry Murray, Traffic, Resource and Project Manager
Alliance Creative





A good mix of theoretical and practical information that I can easily apply to my job.

James Perryman, Digital Communications Officer
Plan International

