

DIGITAL TRANSFORMATION

Digital Skills

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Digital Skills

	Course Duration (hrs)	Fee (S\$) Excl GST	Nett Fee (S\$) Incl GST	Nett Fee (S\$) after Training Grant [*]		
				SMEs	Non-SMEs/ Self-Sponsored	MCES
<ul style="list-style-type: none"> Assess Emerging Technology Trends for Workplace Application (Blended Learning) TGS-2020503370-1 Funding Validity Period: 02 Jun 2020 - 04 Aug 2024 Apr 21 - 22 Aug 18 - 19 Dec 8 - 9 	16	\$ 590.00	\$ 631.30	\$ 218.30	\$ 336.30	\$ 218.30
<ul style="list-style-type: none"> Facebook Marketing Essential TGS-2020504021 Funding Validity Period: 02 Jun 2020 - 04 Aug 2024 Jun 4 & 11 Jun 14 - 15 Jun 29 - 30 Jul 14 - 15 Jul 23 & 30 Jul 25 - 26 Aug 6 & 13 Aug 16 - 17 Aug 30 - 31 Sep 3 & 10 Sep 12 - 13 Sep 29 - 30 Oct 10 - 11 Oct 15 & 22 Oct 20 - 21 Nov 7 - 8 Nov 12 & 19 Nov 17 - 18 Dec 3 & 10 Dec 6 - 7 Dec 28 - 29 	16	\$ 650.00	\$ 695.50	\$ 240.50	\$ 370.50	\$ 240.50
<ul style="list-style-type: none"> Optimise New Technologies for Workplace Innovation (Blended Learning) TGS-2020503369-1 Funding Validity Period: 02 Jun 2020 - 04 Aug 2024 Apr 28 - 29 Aug 25 - 26 Dec 15 - 16 	16	\$ 590.00	\$ 631.30	\$ 218.30	\$ 336.30	\$ 218.30

* Classroom-based training will be conducted through virtual classroom until further notice. Terms and conditions apply.

[^] Nett fee is inclusive of GST and subject to terms and conditions.

● SkillsFuture Credit can be used on top of existing government course subsidies to pay for a wide range of approved skills-related courses. All Singaporeans aged 25 and above will receive an opening credit of S\$500. They will also receive a one-off SkillsFuture Credit top-up of \$500 that will expire by 31 Dec 2025.

Digital Transformation

Digital Skills

Service Quality Centre Pte Ltd UEN: 199003051G | PEI Validity Period: 26 March 2022 to 25 March 2024

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Classroom-based learning

TGS-2020503370-1 - Funding Validity Period: 02 Jun 2020 - 04 Aug 2024

Assess Emerging Technology Trends for Workplace Application – Blended (16 hrs)

This course empowers participants, especially middle managers in the tourism industry, to be ready for an influx of digital natives into the market. As such, a greater understanding of the world of technology is crucial. Part of this understanding involves scanning for emerging technology trends. The knowledge gained will enable organisations to leverage on the use of best relevant technologies to better meet the needs of travel consumers.

Key Benefits

- Scan for emerging technologies that are in alignment with the strategic direction of the organisation
- Evaluate the organisation's operational readiness as well as the feasibility of adopting emerging technologies
- Determine suitability of recommended emerging technologies for the organisation
- Select emerging technologies that meet organisational needs
- Facilitate an implementation plan to adopt the emerging technology

Course Contents

- Building a case for technological adoption
- Proposal of technological solutions
- Adoption of emerging technologies

Learning Methodology

- Participants will undergo experiential learning through mini-lectures (including videos), project work, group discussions, case studies, critical reflections, online learning via Udemy, and chatbot.

Who Should Attend

- This course is suitable for meeting planners, event managers, event operations manager, and those aspiring to have a career in Tourism (MICE).

Course Details

- Duration: 2 days (16 hrs)
- Time: 9:00am to 6:00pm

Classroom-based learning

TGS-2020504021 - Funding Validity Period: 02 Jun 2020 - 04 Aug 2024

Facebook Marketing Essential (16 hrs)

This course equips participants with practical Facebook marketing methodology and strategies, and it covers the fundamentals of Facebook marketing, from creating pages, creating ads, campaign management, conversion tracking to remarketing

Participants who fulfil all requirements will receive a Statement of Attainment (SOA) issued by the SkillsFuture Singapore (SSG).

Key Benefits

- Develop a Facebook marketing strategy
- Create a Facebook page and understand insights reports
- Set up a Facebook ad campaign, set ad variables, including bids, budget, audience targeting
- Set up a Facebook pixel to measure and optimise advertising campaigns
- Create custom and lookalike audiences for more efficient ad targeting
- Optimising Facebook Ads

Course Contents

- Basic of Facebook Ads
 - Develop a Facebook marketing strategy
- Facebook audiences and audience targeting
 - Create custom and lookalike audiences for more efficient ad targeting
- Creating and optimising Facebook Page
 - Create a Facebook page
- Creating Facebook Ads
 - Set up a Facebook ad campaign, set ad variables, including bids, budget, audience targeting
- Facebook Pixel for retargeting
 - Set up a Facebook pixel to measure and optimise advertising campaigns
- Scale with lookalike audiences
 - Create lookalike audiences for more efficient ad targeting
- Audience insights
 - Understand insights reports
- Optimising your ads
 - Optimising Facebook Ads

Learning Methodology

- The course will be conducted through interactive training methods.

Who Should Attend

- Professionals in sales, marketing and media, and business development
- Professionals in Supervisory and Managerial roles
- Entrepreneurs and solopreneurs
- Those who are new to Facebook marketing and keen on learning how to launch a successful Facebook campaign
- Consultants and educators

Prerequisites

Participants are assumed to:

- Be able to operate a personal desktop computer
- Be able to listen and speak English at a proficiency level equivalent to the Employability Skills Workforce Skills Qualifications ("ES WSQ") Workplace Literacy ("WPL") level 5
- Be able to read and write English at a proficiency level equivalent to ES WSQ WPL level 5
- Be able to manipulate numbers at a proficiency level equivalent to ES WSQ Workplace Numeracy ("WPN") level 5
- Have an existing Facebook account

Course Details

- Duration: 2 days (16 hrs)
- Time: 9:00am to 6:00pm

(A course in partnership with Eagle Infotech)

Classroom-based learning

TGS-2020503369-1 - Funding Validity Period: 02 Jun 2020 - 04 Aug 2024

Optimise New Technologies for Workplace Innovation – Blended (16 hrs)

The key focus of this training will be to propel participants, especially middle managers in the tourism industry, in the tourism industry to drive the implementation of technological plans so that organisations can be ready for the influx of digital consumers into the market. In order to do so, middle managers would have to be able to analyse the practicality, feasibility and risks of adopting emerging technologies. Through this course, middle managers will be empowered to select, design, assess, and develop optimisation plans and pave the way for the successful adoption of emerging technologies.

Key Benefits

- Select the most suitable tool for the organisation's operating environment
- Design and plan for adoption of new technologies
- Assess the implications of the adoption of new technologies and be ready with control measures to mitigate risks
- Develop optimisation plans to improve the application of technologies in business operations

Course Contents

- Design technological adoption plan
- Validate technological adoption plan
- Implementation plan
- Performance evaluation

Learning Methodology

- Participants will undergo experiential learning through mini-lectures (including videos), group discussions, case studies, critical reflections, project work, online learning via Udemy.

Who Should Attend

- This course is suitable for meeting planners, event managers, event operations manager, and those aspiring to have a career in Tourism (MICE).

Course Details

- Duration: 2 days (16 hrs)
- Time: 9:00am to 6:00pm