Publication date : 04/09/2024

Course : DiGiTT® certification: develop your digital knowledge and skills

Synthesis course - 3d - 21h00 - Ref. DGT
Price : 2380 € E.T.

Acquiring, maintaining and developing digital skills is essential in an environment that is increasingly dependent on technology and digital progress. Whatever your sector of activity, it's essential to understand how digital technology impacts your daily life and the way you do your job. This summary course provides an exhaustive overview of the state of the art in the digital ecosystem, and prepares you to take the DiGiTT® certification in the nine key digital skills.

Teaching objectives

At the end of the training, the participant will be able to:

- Develop your knowledge of digital technologies
- Acquire web marketing and e-commerce site management techniques
- Optimiser sa communication avec des outils digitaux
- Creating and sharing digital content

Intended audience

Employees, freelancers, students and anyone wishing to certify their digital knowledge and skills.

Prerequisites

No special knowledge required.

PARTICIPANTS

Employees, freelancers, students and anyone wishing to certify their digital knowledge and skills.

PREREQUISITES

No special knowledge required.

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more.
Participants also complete a placement test before and after the course to measure the skills they've developed.

Certification

DiGiTT® certification is optional when you register for this training course, and consists of 3 stages: taking a Diag® before the training course, access to a digithèque to learn the concepts and notions for each digital skill, and then taking the certification exam. This consists of a 90-minute test available in English and French. The result certifies your skill level out of 1000 points (beginner, intermediate, advanced, expert). Taking this course alone is not enough to guarantee a maximum score on the exam. You can schedule and take the exam online within 4 weeks of the start of your session.

Practical details

Hands-on work

Theoretical input, exchange of best practices. Examples and case studies.

Course schedule

1 Communication: reinventing interaction with audiences

- Develop collective intelligence and online collaboration through social media.
- Community management: monitor, promote and defend your brand's reputation on social media.
- Maintain and measure your online brand image (name, search engine optimization, advertising, etc.).
- Manage your digital identity and e-reputation.
- Influence and guide brand communications.

Storyboarding workshops

Collective reflection on the uses of social networks for business.

2 Content: renewing your editorial strategy

- Writing for the web and digital media.
- Improve your visual communication: images, formats, media...
- Develop video and audio formats with quality content.
- Choose the right distribution channels.
- Develop User Generated Content (UGC)[.
- Protect your intellectual property, differentiate between royalty-free and protected data.

Case study

Web editorial strategy studies.

3 Collaboration: new ways of working within companies

- Master collaborative work tools.
- Comprendre les modèles d'économie collaborative : réseaux, plateformes, pair à pair, mutualisation des biens et espaces…
- Working in project mode: planning, methodologies, budget...
- Coordinate teams and develop cooperation.
- Prioritize and rank projects according to objectives and desired results.

Demonstration

Overview of tools for managing and sharing digital content.

TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

4 Webmarketing: acquire and retain new customers and users.

- Understand the main webmarketing tools and techniques.
- E-CRM: managing customer relations through electronic channels.
- Master Internet advertising (display).
- Understand affiliation techniques and programs.
- Optimize your e-mailing campaigns.
- Ensure your presence on search engines with sponsored links (SEA: Search Engine Acquisition).
- Améliorer son référencement naturel (SEO : Search Engine Optimisation).

Case study
Digital marketing campaign studies.

5 Customer experience: improving digital interactions with your brand

- Structuring your website with web design: tree structure, navigation, graphic charter, integration...
- Understand responsive design.
- Enhance the usability of your site and digital tools.
- Personalize the customer experience.
- Know the RGPD and regulations related to personal data protection.

Case study
Studies of various e-commerce sites and their customer experiences.

6 Connected commerce: buying and selling on the web

- Understand the ecosystem of e-commerce sites: tools, logistics, market places...
- Promote multi-channel and cross-channel purchasing.
- Showcase your products with e-merchandising.
- Ensure quality customer service and after-sales service.
- Discover the different types of e-payments.
- Master e-commerce logistics.

Storyboarding workshops
Collective reflection and exchange of best practices in e-commerce.

7 Technology: understanding the main digital concepts

- Discover the different operating systems.
- Understand high-performance IT infrastructures and networks.
- Be familiar with the main digital technology standards and repositories.
- Understanding web development: back end and front end.
- Appréhender l'univers des API (Application Programming Interface) et leurs utilisations.
- Utiliser le cloud computing : stockage des données, puissance de calcul, mode SaaS (Software as a Service).
- Cybersecurity: identify risks and know the rules of good conduct on the Internet.

Demonstration
Demonstrations and illustrations of different digital technologies.

8 Data: storing, processing and using digital data

- Know the techniques and uses of data analysis and audience measurement.
- Analyze statistical data and determine KPIs or performance indicators.
- Managing large quantities of information with Big Data.
- Securing personal data and protecting privacy.

Group discussion
Collective reflection and discussion on the benefits and uses of Big Data for business.

9 Mobility: free yourself from the constraints of location.

- Understand the ecosystem of mobile applications and sites.
- Exploit the possibilities of geolocation and real-time localization.
- Discover the uses and development prospects of connected objects.

Case study
Case studies in the use of connected objects for business.

Dates and locations

REMOTE CLASS
2026 : 9 June, 22 Sep., 15 Dec.

PARIS LA DÉFENSE
2026 : 9 June, 22 Sep., 15 Dec.