SUCCESSFUL SUPPLY CHAINS START WITH PEOPLE

COURSE NAME:
Introducing Apps for Publishing

WHO IS THE COURSE AIMED AT:
This course gives an introduction to apps, and shows what a basic app can do. It will help publishers, large and small, understand what they are dealing with, dispel myths of complexity, and highlight key considerations to take into account when briefing a developer.

COURSE LEVEL:
This course requires no prior experience in working with apps. A level of familiarity working with Macs may be useful but is not essential.

COURSE CONTENT:
Prior to the course trainees will be contacted to enquire if they have specific areas of concern/interest. So although each course can be tailored to a certain degree the overall content is as follows:

This course will provide an introduction to publishing apps; they come in all shapes and sizes, and at all sorts of prices, and costs.

Following the day’s introduction segment, the workshop element of the course will allow trainees to utilise the Mac suites and iPads. Using a template driven app – through Quark App Studio – course delegates will be shown how to start building a basic app themselves, and review the options to consider during this development process. This part of the course will explore the nuts of bolts of the decision making process.

In the latter half of the day we address Working with Apple; the mechanics of loading an app onto the app store and on-going management of this relationship and process.

We explore various business models with apps such as:

- Free - for marketing purposes only
- Freemium
- Supported by ads/sponsorship
- Subscription
- Pay per view etc.
The brainstorming portion of the course looks at App Strategies. This part aims to be directly useful to attendees in allowing them to apply considerations about apps to their businesses.

We cover issues such as:

- The users – Who are they, what are they getting?
- What content is required?
- How to source content?
- Reaching customers? Promotion etc.
- New ways of working (decision making, project management, multi-collaborator, partnerships)
- Is an app the right thing for you? Are there other ways?

**COURSE LENGTH:**
This is a full day course. Please note that this course can also be run as a half day session, excluding the practical Mac session.

**PRICE:**

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