



**ZU**

**ZADRO UNIVERSITY**

**Guidebook**

**WELCOME to the ZU**

# Sharp, practical, valued-packed online sessions to skill up on what you need to know about marketing and communications today.

ZU is a communications training program designed to equip you and your team with the knowledge and practical skills needed to survive in the wild terrains of the business world. ZU is distilled from the minds of experienced professionals who traverse the communications wilderness daily and know the landscape like the back of their hand.

ZU merges theoretical insights and practical know-how to help people skill up in integrated marketing, communications and PR, quickly in an engaging and relevant way.

Designed for marketing and communication professionals of all levels; business owners, start-ups, internal marketing teams, and people who engage marketing services and want a practical approach to strategic integrated communications, ZU delivers valuable tools staff need on the ground to communicate better.



# How is ZU delivered?

ZU is delivered in sessions we call Safaris. You can choose how you go on Safari:

## Group Safari

Join a group of like-minded professionals across industries and sectors and discover the latest in communications. Led by a highly experienced communications professional, these sessions are delivered via Zoom. Includes a workbook, opportunities for questions and a certificate.

## Tailored Safari

If you need a team to uplift, have a new strategy to roll-out, or new challenges to face, a Tailored Safari could be for you. We will design the content around your team's needs, include case studies relevant to you and answer all your burning questions. Includes additional consultancy services to support your team to embed their learnings, develop strategy, collateral and more. Includes hybrid options, workbooks, recording of the sessions, timings that suit you, all your questions answered and individual certificates.

# What does ZU cover?

We have four highly detailed and engaging online Safaris:

**Safari One:  
Strategic Marketing  
and Communications**

**Safari Two:  
Digital Marketing  
Unravelled**

**Safari Three:  
Social Media for  
Results**

**Safari Four:  
Public Relations  
Explained**

*Whilst we recommend doing our Safaris in this order, they are also designed as standalone educational experiences.*

# Safari One: Strategic Marketing and Communications

*Perfect to understand what marketing and communications can deliver, the foundation steps to delivering a plan and lots of tips to use straight away.*

- Learn what integrated communications looks like, what a clear strategy is and how it is the key to effective marketing
- Learn how to design and convey your key messages, how to say them and to whom
- Discover new ways of thinking, marketing trends and exciting tools to support your marketing and communications.

**Time:** 2.5 hours

**Venue:** Zoom

**Cost:** \$139 + GST each person or \$99 + GST per person, when two or more tickets are purchased at the same time by the same company.

**Date:** Stay tuned for the next Safari 1 session!



# Safari Two: Digital Marketing Unravelling

*Great for those who asking themselves: What digital channels do I need to communicate my organisation? How do I use them, develop content and measure success?*

- Understand the digital world and develop your digital strategy
- Learn the most important things for your website, Google AdWords, Search Engine Marketing (SEM) techniques, Search Engine Optimisation (SEO), keyword research, mobile marketing and optimising website content
- Understand how to create content for the digital world.

**Time:** 2.5 hours

**Venue:** Zoom

**Cost:** \$139 + GST each person or \$99 + GST per person, when two or more tickets are purchased at the same time by the same company.

**Date:** Thursday, 4 February 2021, 10:00am – 12:30pm (AEDT)



# Safari Three: Social Media for Results

*Ideal for those using, starting to use or wanting to better use social media to communicate their organisations across Facebook, LinkedIn, Twitter and Instagram.*

- Learn about the power of social media for business, the differences between the channels, where your audience is and the rules!
- Learn about how you can use Facebook, LinkedIn, Twitter and Instagram effectively for your organisation
- Understand what success could look like in social media and how to measure your results.

**Time:** 2.5 hours

**Venue:** Zoom

**Cost:** \$139 + GST each person or \$99 + GST per person, when two or more tickets are purchased at the same time by the same company.

**Date:** Thursday, 25 February 2021, 10:00am – 12:30pm (AEDT)



# Safari Four: Public Relations Explained

*Designed for those wanting to understand what PR actually is, how it works, when and how to use it, its potential, the role it plays in managing reputation, what PR success looks like.*

- Learn how to lay the foundations for a successful, integrated PR strategy. Including when and when not to use it
- Find out how to draw out a newsworthy angle and communicate it to the media who matter to your audience
- Study a range of case studies of brands, events and associations.

**Time:** 2.5 hours

**Venue:** Zoom

**Cost:** \$139 + GST each person or \$99 + GST per person, when two or more tickets are purchased at the same time by the same company.

**Date:** Thursday, 18 March 2021, 10:00am – 12:30pm (AEDT)



# What will I learn?

With each ZU Safari, you will:

- Gain an understanding of the role and power of communications in business
- Understand what communications professionals need to know today
- Absorb the principals of integrated communications for impact
- Learn proven techniques, ready to take back to your business
- Gain practical tips, tricks and tools to save time



# Who's who in the ZU?

As an integrated communications agency, we do things a little differently. All the team are multiskilled and work across marketing and communications (including PR and social). Whilst our universities are slowly turning the tide and teaching one or two integrated communications subjects, they are still producing only marketing OR communications graduates – however, at Zadro we have well and truly moved on.

We take a marketing professional and teach them PR, or a communications manager and teach them marketing. It might be the hard way of doing business, but it means our customers can have the full spectrum of what they need – in one place.

Which is the crux of our existence.

With our profession moving at lightning speed, there is much to know, to learn and to do. That is why, inspired by the extensive training Zadro employees go through, we have decided to open our doors and share what we know with others.



**Don't just take our word for it**

# Here's what some previous Safari attendees have had to say:

*"Safari enabled us to stop, learn, discuss and take inspiration from the presentations and discussion to implement in our own business."*

*"ZU provides information that can be used in practical situations. It is extremely relevant and allows you to take the information and apply it to your day to day tasks."*

*"There has been so much useful and relevant info provided that I feel will be a great tool to refer back to for years to come."*





## Contact Us

Do you have a question about ZU or any of the Safaris?

Do you want to find out when the next group Safari is taking place?

Are you ready to help yourself or your team skill up, step up, or move up in strategic communications?

**Get in touch today!**

**Email: [advice@zadroagency.com.au](mailto:advice@zadroagency.com.au)**

**Phone: Felicity Zadro on +61 404 009 384**