

Mobile Apps Development for Business

Learn the Benefits and
Opportunities of Apps

One Day Training Course



Course Outline

The number of smartphone users has risen sharply to over 1.5 billion worldwide, mainly due to the growth and popularity of iPhone and Android devices, and is expected to cross the 2 billion mark by end of 2015. Businesses are waking up to the immense opportunities the latest mobile apps can bring to their brands and services, which the technology and pace of adoption are making possible.

But do you know how to make the most of mobile apps when used as part of a wider marketing or communications strategy? How do you navigate through the various mobile platforms, technologies and terminology, to reach your end users effectively and within budget? And what are the best methods to employ to convince your business' stakeholders of the value of mobile apps and the opportunities it presents? Furthermore, how can you evaluate success and make informed long term improvements?

Our mobile apps training course cuts through the technical mumbo-jumbo and takes a case-study based look at how mobile applications can benefit your business or organisation as part of a wider marketing or communications strategy - in both the B2B and B2C environments. The training course suggests practical approaches and processes for commissioning, developing and evaluating apps and goes through the processes of concept creation and design briefs. You will also create a basic tailored app just for your business to get a feel for the technology.

The training course lasts one full day starting at 9.00am until 5.30pm, and is inclusive of course materials, certificate and complimentary four week post course support and assistance. A wi-fi enabled laptop (not iPad or tablet) is required for this course along with a basic understanding of ICT and the internet.

Course Benefits

Following this course, you will be able to:

- Plan and brief mobile apps for your business
- Integrate mobile apps into your marketing, communications or engagement campaigns
- Confidently present the case for deploying mobile apps to senior management
- Identify the type and design of mobile app that meets your business objectives
- Evaluate and measure performance
- Create your own smartphone app tailored to your business

Who Should Attend

- Web Designers and Developers
- Sales and Marketing Staff
- Marketing Executives
- Junior Digital Marketers
- Marketing Graduates
- Business Development Managers
- PR Professionals
- Advertisers
- Event Organisers and Managers
- Promotions and Customer Service Managers
- Online Marketers
- Digital Strategists
- Business Owners

Previous Clients



Course Programme

- Overview of the mobile app market
- Cutting through the data and jargon
- Making sense of the smart phone world and quantifying the marketing and comms opportunity
- The main players: who they are and why you need to know
- Usage trends: who uses smart devices and for what?
- Mobile app strategy, integration and measurement
- The 5 key questions to define the role of mobile app
- The key Integration Touch Points that will ensure mobile apps are part of the marketing, communications or HR strategy
- Analytics: how to interpret the analytics to make them useful
- Mobile app development: time, resources and costs
- Picking the right team to build and maintain your apps
- The pros and cons of in-house, agency and freelance programmers
- Time and costs - what you should plan for
- Mobile app development: stakeholder management
- Identifying cross-functional stakeholders
- Common issues for influencers and blockers
- Identifying IT capabilities/system integration capabilities
- Working with legal/risk management/data management teams
- Agreeing the ROI/Cost vs Objectives with the leadership team
- Mobile app development: app types, design and the user experience
- The 4 types of mobile apps: what you need to know before you start development
- QR Codes: when to use them and how to use them
- Native apps versus web apps: choosing between the two
- Mobile app development: the process
- Drawing up a timeline and process plan
- The creative brief - the key sections in a Mobile App Brief
- Testing, testing, testing - Using both user and technical testing
- Looking to the future: challenges and trends ahead
- Mobile app technology - what and where next?

Course Trainer

Abdul Awwal Mahmood



Abdul Awwal, born and raised in the city of Birmingham, United Kingdom, graduated from the initial batch of seven students who formed part of the innovative Multimedia degree program in the first ever such course offered by any educational establishment in the UK. Teesside University, based in the north of England in the city of Middlesbrough, was known as an innovative and genre-creating institute, producing experts in the fields of computing and technology.

Working closely with a variety of companies and organisations, covering such diverse areas as travel, retail, telecommunications, charities and media, Abdul Awwal has built up an impressive knowledge base, placing him in a position where he can effectively expound the benefits and usage of the vast tools available to small and medium businesses, when it comes to utilising online and digital solutions.

Related Courses

Beneficial courses similar to the above include:

- Social Media for Business
- Facebook for Business
- Mobile App Development for Business
- Search Engine Optimisation (SEO)
- Advanced Facebook Techniques
- Essentials of Image Editing

MOBILE APPS DEVELOPMENT FOR BUSINESS Learn the Benefits & Opportunities of Apps

COURSE FEES: \$380.00 per delegate

COURSE PROGRAMME:

9.00am:

Arrival and Introduction

10.30am - 10.45am:

Morning Tea Break

12.30pm - 1.30pm:

Lunch Break

3.00pm - 3.15pm:

Afternoon Tea Break

9.15am - 10.30am:

Why Consider Apps for Your Business

10.45am - 12.30pm:

Understanding Apps and Their Users

1.30pm - 3.00pm:

App Design Principles and Strategies

3.15pm - 5.30pm:

Launching Your App and Measuring Success

DATE:	
COMPANY / ORGANISATION:	
FULL ADDRESS:	
AUTHORISED BY / JOB TITLE:	
CONTACT NUMBER:	
EMAIL ADDRESS:	
WEBSITE:	
COURSE DATE REQUIRED:	

	FULL NAME	NRIC	DATE OF BIRTH
ATTENDEE 1:			
ATTENDEE 2:			
ATTENDEE 3:			

If registering 3 or more attendees, please contact us for bulk discounts or to arrange in-house training. Course dates can be found on our website along with venues. Dates and/or venues can change due to unforeseen circumstances.

Please print and email this form to: info@charlesmann.com.sg

Alternatively, please post to: Grandlink Square, 511 Guillemard Road, #B1-03 Singapore 399849

On receiving this form, we will email you a pro-forma invoice. Payment can be made direct into our OCBC bank account:
OCBC Bank, Account No. 6894 8672 8001
Charles Mann Academy Pte Ltd

* Dates and/or venues can change due to unforeseen circumstances.