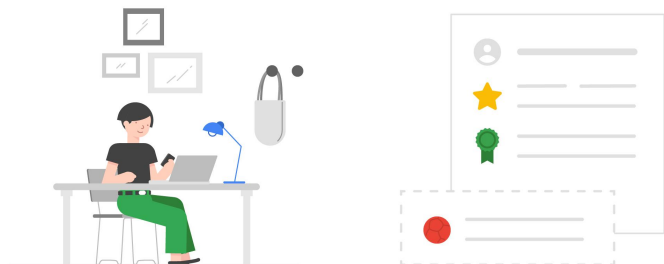
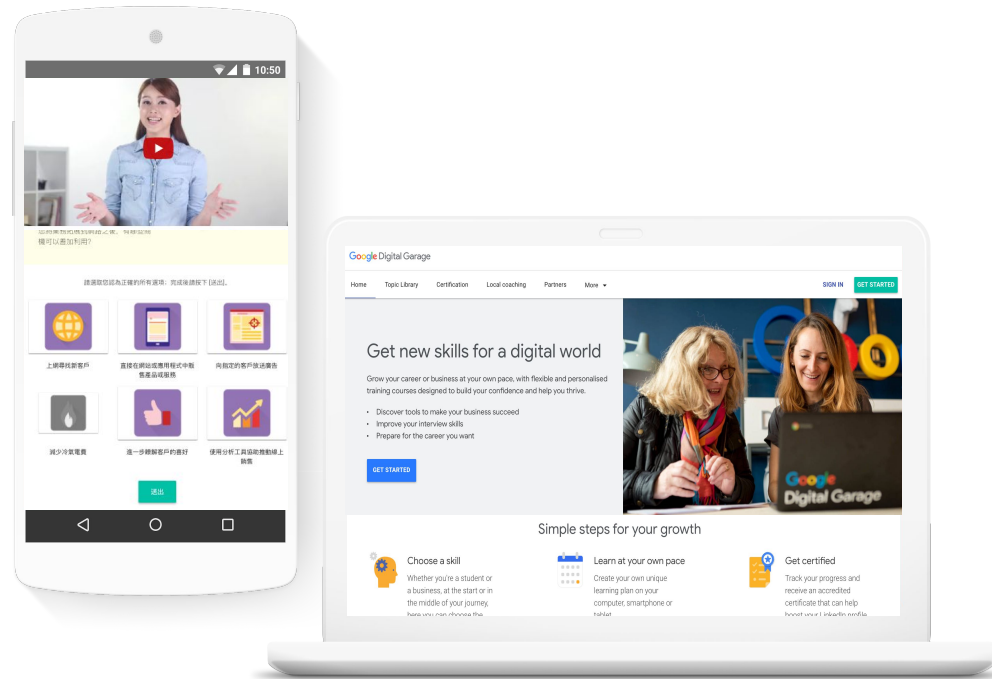


Google Digital Garage Certification Programme



What is Digital Garage?

Improve your digital skills for your career and get certified with free online digital skills training



Content: eLearning designed by Google in collaboration with industry and education experts

Skills: 100+ free course/ video lessons, available in **Cantonese** and **English**, on 26 core digital marketing topics, new bonus topics update quarterly

Accessible: Packed with practical exercises and real world examples to help you turn knowledge into action

Practical: Obtain **certification** from the Interactive Advertising Bureau and Google upon completion
**Unlock the certification exam online for free*

Over 300,000 people globally have already gained this qualification, and are using it to develop and improve their careers

Collaborations with Schools & Education Partners

Objective

Support from Google

Students Ambassador
Programme

Certification Programme

Help students kick-start their career with an impressive digital certification within one academic semester

Offer in-person workshops (at Google office/ on-campus) to help students learn beyond online and get certified

Train-the-Trainer
(Professors/ Instructors)

Not only to refer students to Digital Garage programs, school professors also leverage Digital Garage content into teaching

e.g. HKUST E-Business Management and Web Analytics & Introduction to Information Systems

- Offer “Teacher Camp” workshops
- Provide a set of “for-Trainer/Teacher-only” teaching materials designed by UK Grow with Google team

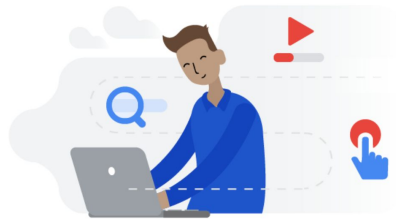
Presentations

Speaker notes

Stats/
Infographics

APAC case studies

Digital Garage Certification Programme



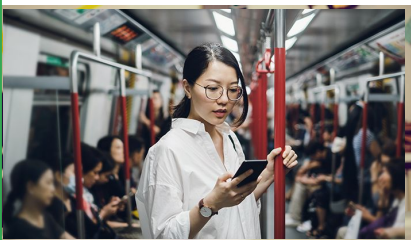
Learn the fundamentals of digital marketing and open up new career opportunities



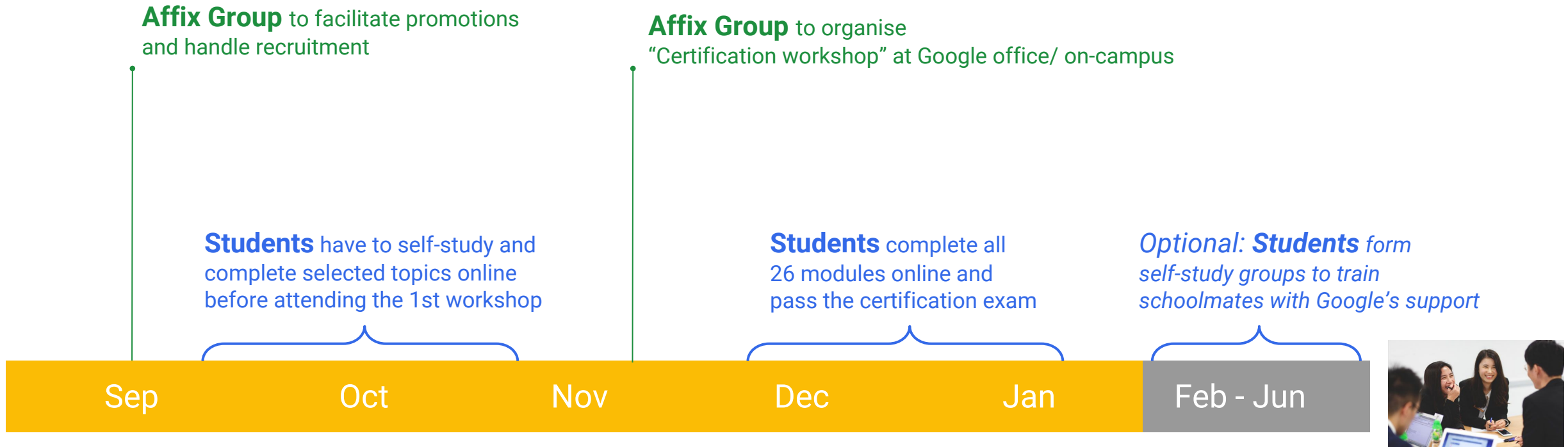
Exclusive in-person practical digital skills workshops in Google Office



Polish CV, jump-start your career with an accredited Certificate endorsed by Google and IAB*



Digital Garage Certification Programme Flow (Fall 2018)



Digital Garage Certification Programme Timeline (Winter 2019)

Date	Action
early-mid Feb	Recruitment <ul style="list-style-type: none">- students apply via Affix's programme registration page- applicants will receive a step-by-step guide (Google/ Affix Group provide schools relevant materials) *no restrictions, students from all universities are welcome to join
Feb - Mar	Self-study period <ul style="list-style-type: none">- students who have completed 13 badges are eligible to attend the Certification Workshop- workshop date will be confirmed in Mid of Mar
Apr	Certification workshop in Google Office <ul style="list-style-type: none">- instructor will share digital marketing insights with advanced training content to assist students in pass Digital Garage Certification exam online
May	Final exam completed and get the Certificate endorsed by Google & IAB <ul style="list-style-type: none">- students must complete 26 badges, pass exam online and get certified





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