Content Creation Tools and Technologies Course

Venue Information

Venue: London UK

Place:

Start Date: 2026-04-28

End Date: 2026-05-02

Course Details

Net Fee: £4750.00

Duration: 1 Week

Category ID: P,CS,SAMC

Course Code: P,CS,SAMC-36

Syllabus

Course Syllabus

Introduction:

In today's digital age, effective content creation and management are critical for businesses and organizations across all industries. The ability to create, manage, and distribute content efficiently can significantly enhance customer engagement, streamline operations, and improve overall business performance.

This five-day course, "**Content Creation Tools and Technologies**," is designed to equip you with the knowledge and skills to leverage cutting-edge technologies such as CRM, ERP, SCM, KMS, ECM, RTBI, and ORM in your content creation processes. Each day, we will delve into these essential tools, explore their applications, and provide hands-on experience to ensure you can integrate these technologies effectively in your professional activities.

After completing the training, participants will:

1. Identify key technologies for content creation.
2. Operate CRM, ERP, SCM, KMS, ECM, RTBI, and ORM tools.
3. Integrate and automate content workflows.
4. Develop effective content strategies.
5. Implement technology-driven content solutions.

Course Objectives

By the end of this five-day course, participants will be able to:

- Understand the Role of Key Technologies in Content Creation.
- Select and Utilize Appropriate Tools.
- Integrate Multiple Systems.
- Develop Strategic Content Plans.
- Apply Hands-On Skills.

Day 1: CRM (Customer Relationship Management)

- Introduction to Content Creation Tools and Technologies
- Overview of CRM
- CRM Tools: Salesforce, HubSpot, etc.
- CRM in Content Creation
- Practical: Setting Up CRM for Content Management

Day 2: ERP (Enterprise Resource Planning) and SCM (Supply Chain Management)

- Introduction to ERP
- ERP Tools: SAP, Oracle, etc.
- ERP in Content Creation
- Introduction to SCM
- SCM Tools: SAP SCM, Oracle SCM, etc.
- SCM in Content Creation

Day 3: KMS (Knowledge Management Systems) and ECM (Enterprise Content Management)

- Introduction to KMS
- KMS Tools: SharePoint, Confluence, etc.
- KMS in Content Creation
- Introduction to ECM
- ECM Tools: Microsoft ECM, IBM ECM, etc.
- ECM in Content Creation

Day 4: RTBI (Real-Time Business Intelligence) and ORM (Online Reputation Management)

- Introduction to RTBI
- RTBI Tools: Power BI, Tableau, etc.
- RTBI in Content Creation

Day 5: Integration and Application

- Integrating CRM, ERP, SCM, KMS, ECM, RTBI, and ORM in Content Creation
- Practical Application and Case Studies
- Tools Integration Strategies
- Final Project: Developing a Content Strategy Using the Technologies Covered