

Training on digital marketing by MCA extended to Gozo

Following the success of the training sessions on digital marketing offered as part of the Malta Communications Authority's *FastTrak* project, this initiative is now being extended to Gozo. The Minister for Gozo Justyne Caruana announced this during a press conference this morning, at the Ta' Dbiegi Complex, in Għarb.

The main aim of these sessions, which are being delivered free of charge, is to strengthen the relationship between businesses and digitization, and in turn increase proximity and facilitate communication between businesses and their customers. These sessions will serve as guidelines to businesses to boost brand awareness, particularly on social media platforms and via email marketing.

The training programme will be covering theoretical aspects of email and social media marketing, as well as the practical aspect which will see participants putting their newly acquired skills to test via equipment provided by the MCA.

The first sessions as part of this programme were delivered throughout 2017, and their success generated interest even amongst the Gozitan business community, which led MCA to extend this initiative to Gozo. Businessmen who participated in the past sessions had nothing but praise for this opportunity that allowed them to gain useful skills that are required to be successful in the digital era.

"The course was excellent both in terms of content and delivery. The tutor was extremely knowledgeable and provided practical examples which will undoubtedly help us to apply in our various projects. The timings were also very practicable as I could attend after working hours. I would definitely be interested to participate in similar courses offered by the MCA and I highly recommend that others do so to!" exclaimed one of the participants.

The sessions in Gozo will be held over four days during the last week of February and the first week of March. Interested individuals may apply by visiting the following link <https://mca.org.mt/content/fasttrak-gozo-online-application-form> and complete the *FastTrak in Gozo* application form.

This project is being extended to Gozo with the support of the Ministry for Gozo (MoG) and the Gozo Business Chamber (GBC). This project is one of many others in-line with the National eCommerce Strategy.

For more information about the MCA's projects and initiatives, you may wish to visit our website www.mca.org.mt or our Facebook page – Malta Communications Authority - MCA

For further information, you are kindly requested to contact:

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