

# Master Class

for Project Managers and Strategists

**Do you want be a professional in interactive media? Make space in your management brain and apply now for a 5-day intensive Hyper Island Master Class for Project Managers and Strategists!**

Internet and other interactive platforms are becoming the most important marketing channels. Clients and agencies are all talking about using new technology in each project, but...

*Do you actually know the advantages and possibilities with interactive media?*

*Do you know how to manage and run an interactive media project on time and budget?*

*Do you want to evolve your knowledge in how interactive media should be used within ad campaigns and marketing?*

*Can you measure success properly when using interactive media as a tool?*

*Are you up-to-date with the trends within interactive media?*

Are you asking yourself these questions? Then Hyper Island Master Class for Project Managers and Strategists is the solution!

Hyper Island's Master Classes are directed mainly towards industry professionals who are looking to develop their personal skills in a range of

areas within the interactive and digital media field. Master Class for Project Managers and Strategists is focused on developing professionals.

It's well suited for:

Business strategists  
Project Managers  
Production Managers  
Planners, and similar work positions.

## **Content**

The content of the Hyper Island Master Class for Project Managers and Strategists is created based on experiences and knowledge gained by working together with some of the top creatives in the world, from advertising, design and web agencies. The lectures, workshops and the challenging tasks you will perform are result of business and industry expertise combined with Hyper Island's unique learning methodology.

## **Overview of content**

- Trends within interactive media (social networking, motion graphics, rich media and future platforms).

- How do you measure success when using interactive media as a tool?

**HYPER ISLAND**

- How to manage interactive media projects.
- Understand the advantages and possibilities within interactive media.
- How to become a better client for interactive media projects.

#### **Format and dates**

The Hyper Island Master Class for Project Managers and Strategists is offered as a five days intensive course in Karlskrona or Stockholm. For dates see [www.hyperisland.se](http://www.hyperisland.se).

You will need to bring your own laptop to the course. If you haven't received any other information you won't need any specific software or programs other than an internet connection. (We have both WiFi and connection cables at Hyper Island).

Be prepared for very long and intensive days! Working language in the course will be English.

#### **Hyper Island Master Class diploma**

All participants who pass the course will receive a Hyper Island Master Class diploma.

#### **Application process**

To sign up for the course fill in the form on [www.hyperisland.se](http://www.hyperisland.se) or contact Marcus Johansson (see contact details below.)

The course has limited amount of participants. When you have sent in your application, we will notice you with further course information. An invoice will be sent out to your given billing address (see application form).

#### **Course Cost & Payment information**

Your application to the Master Class for Project Managers and Strategists is cogent. As a course participant you are personally responsible for the course cost. The total course fee should be paid according to the final date for payment on the course invoice that will be sent to your billing adress.

#### **Costs**

The Hyper Island intensive Master Class: 34.000 SEK (3.500 EUR). Course fee is including lodging and food for courses held in Karlskrona. For courses held in Stockholm lodging is not included. The fee is excluding VAT.

The course fee is not refundable. Exception is made for any longer illness proven by a doctor's certificate. 90 % of the course fee will then be refunded. Hyper Island has the right to cancel a course due to too few applicants. However each paying student will be noticed if so, at least ten working days before the course start.

#### **For more information**

If you have any questions concerning the Master Class for Project Managers and Strategists, please contact:

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