

Programme timetable	Date
Online launch event	2.00pm — 3.30pm, Thursday 24 September 2020
Mentoring sessions	<ul style="list-style-type: none"> — September — November — January — February <p>All suggestions but spaced out regularly.</p>
Vlog and Blog posts	x3 per organisation throughout the six-month programme (as per separate schedule).
<p>5 or 6 Online Workshops</p> <p>TBC 10.30 — 12.30pm or 3pm — 5pm</p>	<ul style="list-style-type: none"> — 30 September — plus 5 curated to your needs with your mentor from a digitally themed selection. <p>Proposed workshops include:</p> <p>Scrappy Working SEO and your Audiences Google Ads Explained Social Media Advertising Google Analytics and your Audiences — the basics Google Analytics and your Audiences — intermediate Making Great Video on your Phone Google Tag Manager — an introduction Facebook Funnels</p>
Peer Group sessions	<ul style="list-style-type: none"> — October — November — January — February <p>Normally on a Wednesday or Thursday at a time to suit the location of the international mentor attending.</p>
Online graduation event	2.00pm — 3.30pm (TBC), 24 March 2021
Your experiments	On-going throughout the programme