

Kickstarting Your Business with Crowdsourcing

Today's fast-paced marketplace demands that businesses think fast. Crowdsourcing can help all types of businesses keep on top of trends and stay competitive. This course will show you how to leverage all types of crowdsourcing (including microwork, macrowork, crowdvoting, crowdcontests, crowdwisdom, and crowdfunding) to kickstart your business' growth.

What Will Students Learn?

- ✓ Define what crowdsourcing is and its value to businesses
- ✓ Determine when crowdsourcing makes sense for a project
- ✓ Describe the crowdsourcing process
- ✓ Identify platforms and social media tools that can support your crowdsourcing campaigns
- ✓ Describe the major types of crowdsourcing, including microwork, macrowork, crowdvoting, crowdcontests, crowdwisdom, and crowdfunding
- ✓ Attract and engage your crowd

What Topics are Covered?

- ✓ What is crowdsourcing?
- ✓ The crowdsourcing process
- ✓ Choosing your crowdsourcing platform
- ✓ Types of crowdsourcing (microwork, macrowork, crowdvoting, crowdcontests, crowdwisdom, and crowdfunding)
- ✓ Social media and crowdsourcing
- ✓ Engaging the crowd
- ✓ Test driving

What's Included?

- ✓ Instruction by an expert facilitator
- ✓ Small, interactive classes
- ✓ Specialized manual and course materials
- ✓ certificate of completion

Pre-Registration Information

- 310 Oak Avenue, NBS Building 3rd floor Randburg. 3RD September 2018
- Accreditation : SETA : 12255
Bankseta : Bank-Corne180502
- All Training are from 9:00 a.m. until 3:30 p.m.
- Cost: Per person. Kindly contact the call centre
- Timeframe : 1 days



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Banking Details

Account Name : Cornerstone Supreme
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