



# UBS Digital Academy



Specialised digital strategic training for your Bible Society



## What is the Digital Academy?



*The UBS Digital Academy is the opportunity to learn about a variety of digital skills and tools - such as building effective email marketing campaigns and increasing the functionality of your website. The Digital Academy will empower you to use these skills and tools together to help your Bible Society achieve maximum impact in Bible engagement and mission sustainability.*



## How will my Bible Society benefit?

As a result of attending the Digital Academy you will:

- Understand how to benefit from the integrated approach of the UBS Digital Strategy to transform Bible Ministry in your Bible Society
- Learn how to run a successful online fundraising campaign for your Bible Society
- Build and launch your own websites, using our .Bible website template
- Develop the ability to create and engage digital communities, connecting with your audience for Bible Ministry and support of your Bible Society
- Learn how to manage and share your texts in the Digital Bible Library



*For Bible Societies in the Asia-Pacific Region*

**21<sup>st</sup> - 25<sup>th</sup> January**  
**Bangkok, Thailand**

*For Anglophone and Francophone Bible Societies*

**4<sup>th</sup> - 8<sup>th</sup> February**  
**Cape Town, South Africa**

*For Spanish-speaking Bible Societies*

**11<sup>th</sup> - 15<sup>th</sup> March**  
**Mexico City, Mexico**

*For European, Caribbean and Middle Eastern Bible Societies*

**24<sup>th</sup> - 28<sup>th</sup> June**  
**Athens, Greece**

## How will the training be delivered?

When your Bible Society joins the Digital Academy, you become part of a learning community, sharing ideas and resources together. You will have the opportunity to attend a face-to-face training event, and you'll benefit from online courses and an online community.

## Who is it for?

The Digital Academy is for those who make decisions about your digital strategy, maintain websites and digital solutions, anyone who looks after Bible texts in the Digital Bible Library and those who create content, fundraise and communicate with supporters.

### People who would benefit include:

- General Secretaries
- Bible copyright administrators
- Digital Bible Library administrators
- Web and social media managers
- Technical experts
- Publishing, Fundraising and Communications staff



# What is the programme for the 2019 Digital Academy?

Bible Societies attending the Digital Academy in 2019 will be offered the possibility to choose from a selection of core modules and a series of electives, or presentations. These will include:

## Connecting with your audience through Project Engage

Project Engage offers a growth opportunity for Bible Societies, empowering them to effectively build online audiences for Scripture engagement, sales and fundraising. It leverages email addresses to start a digital community, and enables you to build and engage your audience through digital marketing best practices.

## .Bible websites, E-commerce, Global.Bible and IBEP

You will learn create a .Bible website to promote a project, raise awareness of local languages and engage audiences. The E-commerce session will cover how to promote and sell products, manage sales and online donations for your Bible Society. We will also explore Global.Bible and IBEP (Integrated Bible Engagement Platform), two new digital publishing platforms able to promote Bible engagement and economic sustainability, through customizable websites and apps.



## Church and Major Donors Fundraising

The Fundraising Module continues building on the 2017 Fundraising workshop. It aims to equip Bible Societies to work towards achieving mission sustainability by intensifying local fundraising. The emphasis will be on Major Donors and Church fundraising (Main Module), with Digital Fundraising offered as an elective.

## Translation

Participants will learn about the Translation Roadmap and what is needed for a Bible Society to participate. Questions that will be discussed include:  
What are the necessary prerequisites for a healthy and efficient translation project that will meet the needs of the community?  
How to get funding?  
How can we build community around an ongoing project?  
How can we publish the completed texts?

## Elective Modules

You can also choose from a series of complementary electives on other topics relevant to your Bible Ministry, including:

- Digital fundraising
- Digital Bible Library
- Bible Engagement
- Content marketing
- Creating a Digital Transformation Plan for your Bible Society





# Register & Find out more:

Email Jared Williams at [jwilliams@biblesocieties.org](mailto:jwilliams@biblesocieties.org)

