



·CAMP TECH·

PRIVATE & CORPORATE TRAINING

“Camp Tech equipped me with the skills I need to excel in my marketing position.”

Paulina Gugala

Marketing & Social Media, Henkaa





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Is your team ready?

In the digital age, staying connected is good business. Clients and consumers are reaching for technology first and your organization has the opportunity to connect with them on a larger scale than ever before.

But the fast and evolving world of technology means that the way you did business online five years ago isn't the best way to do business today. Does your team have the necessary skills to keep up?

CONSIDER CAMP TECH

Canada's Leading Tech & Digital Skills Training Company

Camp Tech offers relaxed and informative hands-on workshops for adults who want to learn practical tech skills. Camp Tech's signature style of fun and friendly training sessions led by engaging tech experts have caught on across Canada. We regularly schedule our half- and full-day workshops covering practical tech topics for the general public in Toronto, Ottawa and Vancouver.

We invite you to attend one of our public workshops, or bring the Camp Tech advantage to your organization by scheduling Private and Corporate Training for your team.

THE CAMP TECH ADVANTAGE

Practical Makes Perfect

At Camp Tech, we show you how to navigate the digital world and equip your organization with skills you can use immediately. With our hands-on, practical workshops, we empower you and your employees to bring technology in-house so you can manage your online presence with ease and efficiency. You really can do this yourself!

We Walk the Walk

Camp Tech contracts the leading tech experts in the country to teach workshops in their spare time. Camp Tech Instructors are professionals working in their fields with impressive portfolios of satisfied clients, and they openly share real-world advice from their experience working with organizations just like yours. They'll save you time and energy by pointing you away from the blind alleys you might stumble down when trying to learn tech on your own. You can trust our Instructors—we've got you.

Tech Workshops You'll Actually Enjoy

We believe that you learn more when you're enjoying yourself. You won't find monotonous lectures here—you're much more likely to smile than yawn at Camp Tech. Our enthusiasm for technology is contagious, and we can take the driest technical topic and make it come to life for you and your team.



“The biggest benefit of this workshop is I’ve learned many ways to improve the SEO of our website. I think I can personally take on this challenge before our company looks into a paid service.”

Workshop attendee,
SEO: How to Drive More Traffic to Your Website



SKILLS YOU CAN USE RIGHT AWAY

Our hands-on classes will teach your team how to master the technology most relevant to your organization. Whether it's building a website or online store, delving deeper into online analytics, or creating an effective email marketing campaign, Camp Tech puts the emphasis on developing skills you can use right away. You get what you need, without anything you don't.

Here are just a few of our most popular training topics:

- Google Analytics
- Writing Killer Web Content
- Search Engine Optimization (SEO)
- Best Practices for Website Accessibility
- Basic & Advanced Social Media
- Creating and Maintaining a WordPress Website
- Online Marketing with Google AdWords
- Adobe Creative Suite (Photoshop, Illustrator and InDesign)
- Creating Accessible PDF Documents
- Business Blogging & Content Marketing
- Email Marketing with MailChimp
- Admin, Organization & Productivity Tools

DON'T SEE YOUR TOPIC HERE?

Contact us for our [full class list](#), or request a [custom training program](#) designed just for you.

CREATE YOUR OWN CURRICULUM

Interested in more than one topic? Tell us what you need and we will create a customized package of classes just for your organization.

Examples of Custom Packages we offer:



DIGITAL MARKETING + ANALYSIS

Start with content marketing, add a dash of SEO, and season with Google Analytics to make sure what you're doing is actually working.

CLASSES:

- Intro to Google Analytics
- Business Blogging and Content Marketing
- SEO: How to Drive More Traffic to Your Website

OR



SOCIAL MEDIA + CONTENT

Get your brand going with these essential tips for creating effective, engaging posts on the right social media platforms for your organization.

CLASSES:

- LinkedIn for Business
- Basic & Advanced Social Media
- Writing Killer Web Content
- Grow Your Business Using Instagram

OR



ADOBE CREATIVE CLOUD

Go from "outsourced" to "in-house" and master the industry standard in graphics software. Save your organization money and time with the knowledge you'll gain.

CLASSES:

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Creating Accessible PDF Documents

Contact us at [1-888-326-5443](tel:1-888-326-5443) to create your custom class package.

**"Great speaker—
very engaging."**

Workshop attendee,
Writing Killer Web Content

**"I'm excited to play
around more with
my new techniques."**

Workshop attendee,
Intro to Google Analytics

**"I feel much
more confident."**

Workshop attendee,
Basic Social Media

WE LOVE TO TEACH

Camp Tech Instructors are working professionals who understand the latest trends and technology in their respective fields. They are experts at what they do and provide the highest level of instruction available.



INSTRUCTOR PROFILE: ADAM GREEN



With almost 10 years of internet marketing experience, Adam is considered a veteran and leader in the space. As the co-owner of Art & Science Digital Experience Design Inc., he and his team manage marketing programs for clients of all sizes across North America. Using Google Analytics combined with a blended traffic generation approach of organic and paid search, social media and content marketing, Art & Science drives increases in traffic for its clients every month.

Adam is a Google Certified Partner for Google Analytics and Google AdWords. His agency's client roster includes Intel, Toronto International Film Festival (TIFF), Starwood Hotels, Starbucks, The Walrus Magazine and many more. Adam was awarded the "Best Use of Google Analytics" at the 2015 Canadian Internet Marketing Conference.

“Adam obviously has a lot of advanced knowledge but can explain it simply and adapts what he’s doing to suit the needs and experience of the group. Much appreciated.”

*Workshop attendee,
Intermediate
Google Analytics*



WE'VE HELPED THE BEST GET EVEN BETTER

Top organizations trust Camp Tech for their tech training and professional development. When you decide to work with Camp Tech, you'll be in good company.

“The Instructor was terrific. She did an excellent job not only explaining the mechanics of social media tools like Facebook and Twitter but she was really effective in explaining the strategic value of using these tools to connect with our community.”

Workshop attendee,
Advanced Social Media



PRIVATE & CORPORATE TRAINING FAQ

What size of group can you train?

1 – 20 people. Rates for groups larger than 20 can be provided on request.

What are your rates?

Starting from \$2000 for half-day and \$3800 for full-day workshops. Discounts are available for non-profit and charitable organizations.

Where does training take place?

We'll come to you, anywhere in the country—our Instructors love to travel and can join you at your office. Alternatively, consider taking an offsite day by bringing your team to Camp Tech and holding your workshop in our classrooms in Toronto, Ottawa or Vancouver.

How do I get a custom quote or book a training session?

Contact Tara Wilkins at:
tara@camptech.ca
Toronto local: 416-639-5691
Toll-free: 1-888-326-5443



“I did not know how helpful this would be! Very good presenter, and very helpful ideas. We will be implementing many of them ASAP.”

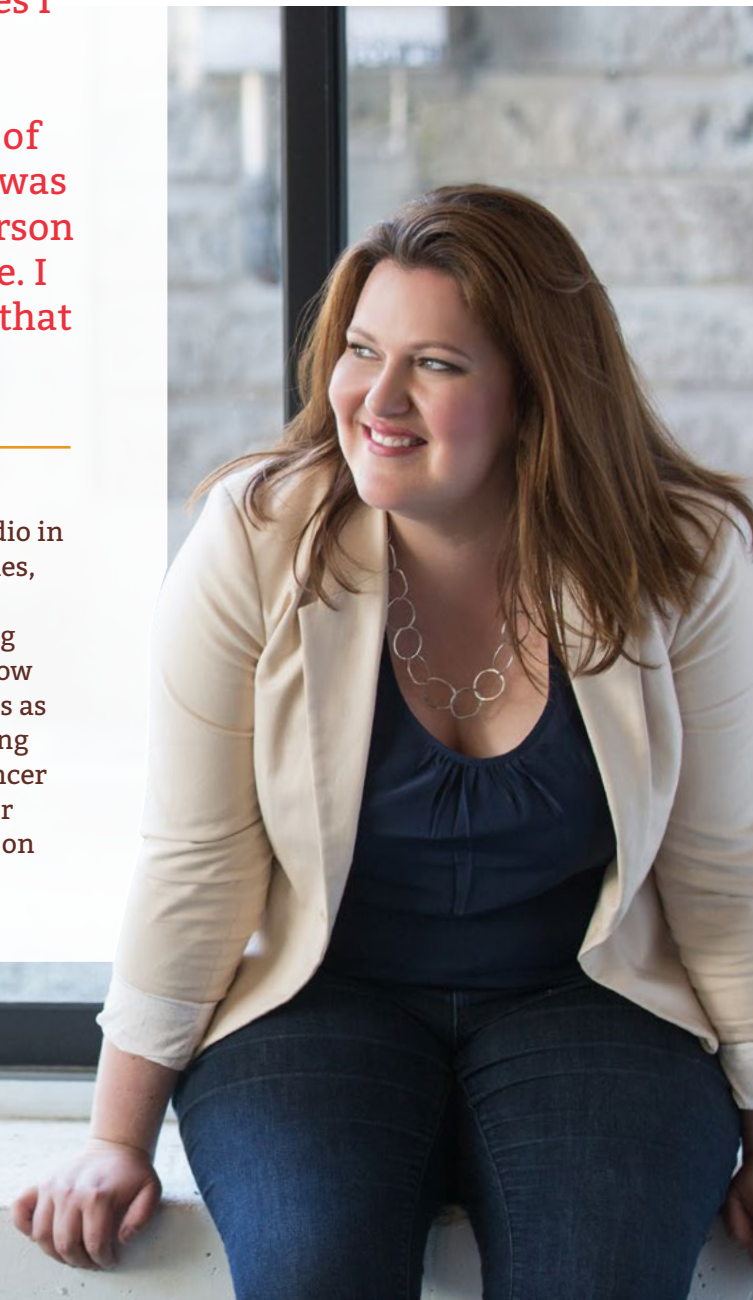
*Workshop attendee,
Writing Killer Web
Content*

MEET CAMP TECH'S FOUNDER, AVERY SWARTZ

“I own a boutique web design studio, working with small businesses and charities. I noticed that a lot of my clients were asking for tips on where they could learn digital skills so they could grow their organizations’ presence online, beyond the websites I was making for them.

I did some research and found a lot of online training options, but no one was offering accessible, practical, in-person tech training in Toronto at that time. I decided to start that company, and that was the beginning of Camp Tech.”

Avery still owns and operates her web design studio in addition to Camp Tech. Between her two companies, she has helped thousands of people get the web working for them. She is also a Professor, teaching students the business of interactive design and how to work with clients at Humber College. Avery acts as a digital advisor to a number of charities (including the Art Canada Institute and Canadian Breast Cancer Foundation), co-hosts the Gather North retreat for women who make the web and regularly appears on CTV television to discuss modern tech trends.



HISTORY OF CAMP TECH

2012

2013

AUG 20, 2012
Camp Tech is born! Website is online and we're open for workshop registrations.

SEP 8, 2012
First public workshop in Toronto:
WordPress for Beginners

FEB 2013
Training for *Canadian Living Magazine*



2012/2013
27 WORKSHOPS (TORONTO)
5 INSTRUCTORS

2014

2015

SEP 2013
Training for *The Hockey News*

MAR 20, 2014
First public workshop in Ottawa:
WordPress for Beginners

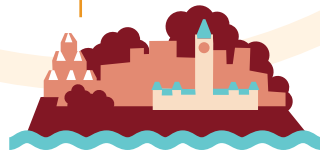
JUN 2014
Listed as one of blogTO's *Top 10 Computer, Web and Tech Classes in Toronto*

AUG 2014
Small Business Feature in *The Globe and Mail*

NOV 2014
Training for the City of Cambridge

DEC 2014
Training for CUPE Ontario

2013/2014
48 WORKSHOPS (TORONTO)
9 INSTRUCTORS



2014/2015
118 WORKSHOPS (TORONTO & OTTAWA)
24 INSTRUCTORS

2016

MAR 2015
Training for the Sault Ste. Marie Innovation Centre and Oxford Properties Group

MAY-JUN 2015
Training for Kobo, Northwestern Ontario Innovation Centre and the City of Ottawa

JUL 2015
Training for Bullfrog Power and Humber College

SEP 10, 2015
First public workshop in Vancouver:
Intro to Email Marketing with MailChimp

FEB-MAR 2016
Training for CPA Canada, YMCA GTA Toronto and Simon Fraser University

APR 2016
National television coverage for Camp Tech on CTV Canada AM

MAY 2016
Training for Library of Parliament and Enterprise Toronto (City of Toronto)



2015/2016
231 WORKSHOPS (TORONTO, OTTAWA & VANCOUVER)
43 INSTRUCTORS



“Camp Tech’s passion for their work is clearly evident. My favourite thing in my experience with them has been their positive and encouraging attitude to learning.”

Happy Camper

CAMP TECH INC

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