



Consulting and Training | Reach New Heights

Course Name

Content Management and Digital Information Excellence

Sector Name

Sales, Marketing and Customer Service

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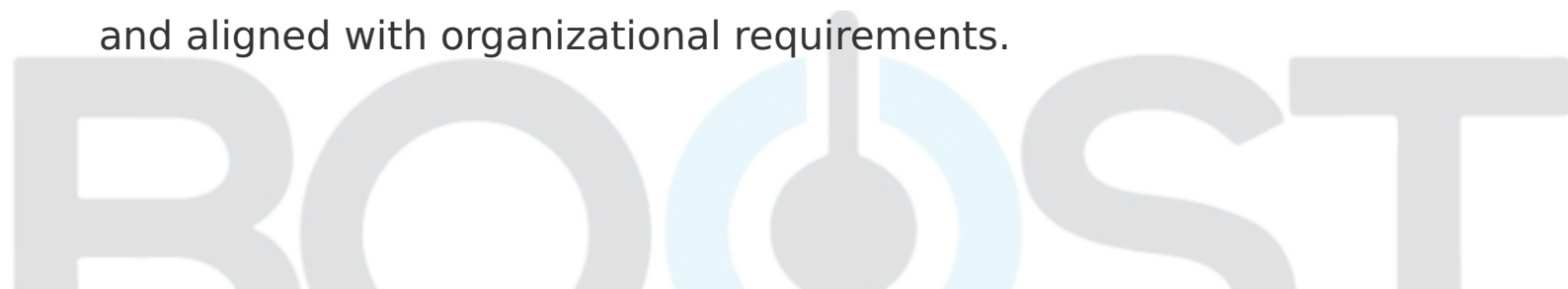
Content Management and Digital Information Excellence

Course Introduction

Organizations generate and manage large volumes of digital content and information across documents, systems, websites, collaboration platforms, knowledge repositories, and business applications. So, without structured approaches to organizing, governing, maintaining, and accessing this information, organizations face duplication, inconsistent content, poor discoverability, information risks, and inefficient workflows.

This training program provides a comprehensive framework for managing digital content and organizational information throughout its lifecycle. It addresses content management principles, information architecture, taxonomy, metadata, classification, governance, quality, search and discoverability, retention, and digital information lifecycle management.

The program enables participants to establish more structured and sustainable approaches to managing organizational content, ensuring that information remains accessible, reliable, controlled, and aligned with organizational requirements.



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Content Management and Digital Information Excellence

Target Audience

- ✓ Content Managers
- ✓ Information Management Professionals
- ✓ Digital Workplace Professionals
- ✓ Knowledge Management Professionals
- ✓ Records and Information Professionals
- ✓ Communications Professionals
- ✓ Digital Transformation Professionals
- ✓ Document Management Professionals
- ✓ Corporate Content Professionals
- ✓ Professionals responsible for organizational information

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Learning Objectives

- ✓ Understand digital content and information management principles.
- ✓ Analyze organizational content ecosystems and information flows.
- ✓ Apply information architecture and taxonomy principles.
- ✓ Develop structured approaches to content classification and metadata.
- ✓ Establish content governance and quality controls.
- ✓ Improve content accessibility and discoverability.
- ✓ Manage information throughout its lifecycle.
- ✓ Strengthen digital information consistency and reliability.
- ✓ Support sustainable content and information governance.

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Content Management and Digital Information Excellence

Course Outline

✓ Day 01

Content and Digital Information Management Foundations

- ✓ Content Management Principles and Information Ecosystems
- ✓ Understanding organizational content and information ecosystems
- ✓ Distinguishing content, information, knowledge, and records
- ✓ Identifying major organizational content sources
- ✓ Understanding information flows across business functions
- ✓ Recognizing risks associated with unmanaged content
- ✓ Establishing principles for effective content management

Digital Content Lifecycle

- ✓ Understanding the digital content lifecycle
- ✓ Defining content creation and acquisition stages
- ✓ Managing review, approval, and publication
- ✓ Controlling content updates and versioning
- ✓ Managing archival and disposal stages
- ✓ Establishing lifecycle ownership and responsibilities

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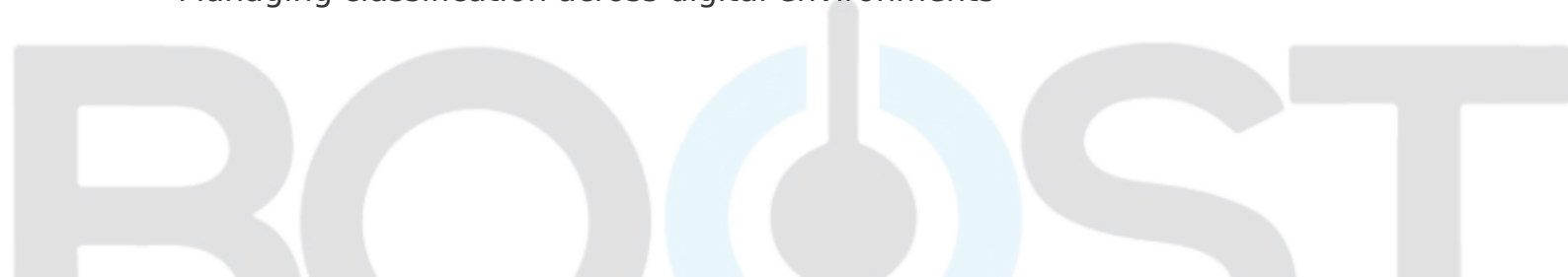
✓ Day 02

Information Architecture and Content Organization

- ✓ Information Architecture and Taxonomy
- ✓ Understanding information architecture principles
- ✓ Structuring content for business and user needs
- ✓ Developing taxonomies and classification structures
- ✓ Establishing logical content relationships
- ✓ Supporting consistent information organization
- ✓ Aligning information architecture with organizational requirements

Classification, Metadata and Content Structure

- ✓ Understanding metadata and its organizational value
- ✓ Establishing content classification principles
- ✓ Defining metadata structures and attributes
- ✓ Improving consistency of content descriptions
- ✓ Supporting content retrieval through structured information
- ✓ Managing classification across digital environments



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Course Outline

✓ Day 03

Content Governance and Quality Management

- ✓ Content Governance Frameworks
- ✓ Understanding content governance principles
- ✓ Defining content ownership and accountability
- ✓ Establishing governance roles and decision rights
- ✓ Developing content policies and standards
- ✓ Managing governance across multiple platforms
- ✓ Aligning governance with organizational requirements

Content Quality, Consistency and Control

- ✓ Defining digital content quality standards
- ✓ Managing accuracy and consistency of information
- ✓ Controlling outdated and duplicate content
- ✓ Establishing review and approval mechanisms
- ✓ Managing content compliance requirements
- ✓ Strengthening content reliability and trust



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Course Outline

✓ Day 04

Digital Information Access and Lifecycle Control

- ✓ Search, Discoverability and Information Access
- ✓ Understanding information discoverability principles
- ✓ Improving search effectiveness across content repositories
- ✓ Connecting metadata with information retrieval
- ✓ Identifying barriers to content access
- ✓ Structuring content for user navigation
- ✓ Improving access to trusted organizational information

Records, Retention and Information Lifecycle

- ✓ Understanding information retention principles
- ✓ Distinguishing active content from organizational records
- ✓ Establishing retention requirements
- ✓ Managing archival and disposition processes
- ✓ Controlling information throughout its lifecycle
- ✓ Supporting compliance and information risk management

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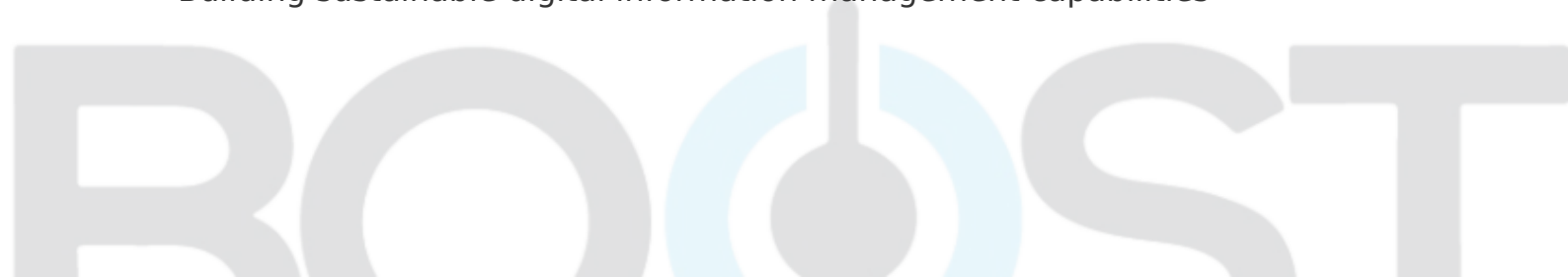
✓ Day 05

Strategic Content Management and Digital Information Governance

- ✓ Content Management Operating Models
- ✓ Designing structured content management operating models
- ✓ Defining roles and responsibilities across content functions
- ✓ Aligning processes, platforms, and governance
- ✓ Coordinating content management across organizational units
- ✓ Establishing sustainable content management practices
- ✓ Connecting content management with organizational objectives

Digital Information Governance and Sustainable Management

- ✓ Establishing integrated digital information governance
- ✓ Managing information risks and control requirements
- ✓ Strengthening organizational information accountability
- ✓ Maintaining governance across evolving digital environments
- ✓ Establishing continuous improvement in information management
- ✓ Building sustainable digital information management capabilities



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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
May 3, 2027	May 7, 2027	5 days	4250.00 \$	UAE , Abu Dhabi
July 5, 2027	July 9, 2027	5 days	4950.00 \$	Netherlands , Amsterdam
Oct. 18, 2026	Oct. 22, 2026	5 days	2150.00 \$	Virtual , Online
Feb. 1, 2027	Feb. 5, 2027	5 days	4250.00 \$	UAE , Dubai

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