



WELCOME

TO NYTRO

ACADEMY

AN INTRODUCTION



Nytro Academy is a premier training service, featuring trainers with experience from Apple, Microsoft, HP, SAP, and leading newspapers.

Our media-savvy professionals and executives deliver world-class education, integrating AI-powered techniques and martech tools, tailored to your needs in both individual and group settings.

Trust Nytro Academy for impactful, practical training that **drives success and provides confidence in putting your learning into action.**

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AI TRAININGS FOR MARKETERS

AI MARKETING

WORKSHOPS

01

Master the Basics of Creating Multilingual Videos from Text

Learn the fundamentals of transforming text into multilingual videos.

This workshop will cover tools and techniques for converting written content into engaging video formats, ensuring accessibility and wider reach across different languages.

03

Transform Module Recordings into Engaging Blog Posts

Discover how to turn recorded training modules or presentations into captivating blog posts that engage and inform your audience. This workshop will cover transcription, editing, and content enhancement techniques.

05

Create High-Performing Social Posts with AI-powered podcasts

Enhance your podcast production process with AI-powered voice editing. This workshop will cover tools and techniques to achieve perfect sound quality quickly and efficiently.

02

Utilize Avatars for Enhanced Video Content

Explore the use of avatars, including personal or cloned avatars, to create dynamic and personalized video content.

This workshop will guide you through the process of creating and using avatars effectively.

04

Create High-Performing Social Posts with AI

Utilize AI-generated voice and captions to craft social media posts that captivate and engage your audience.

This workshop will guide you through the process of creating impactful social posts using AI tools.

06

ChatGPT Pro: Mastering Quality Output Generation

Maximize the effectiveness of ChatGPT in your daily marketing operations. Participate in hands-on exercises, and learn techniques such as advanced prompting techniques and programming your own wizard.

05

Duration and format for every session: 6 hours in 3 modules | virtual group sessions

TURBOCHARGE YOUR LINKEDIN GROWTH HACKING*

Learn effective growth hacking and lead generation techniques using LinkedIn, web tools, and email validation to quickly build a list of qualified contacts.

What you will learn:

- In this comprehensive workshop, our expert instructors will guide you through the steps of contact building, helping you create a list of several hundred qualified contacts rapidly.
- You will master advanced strategies to identify and engage the right individuals in your industry, ensuring every lead has conversion potential.
- We will also explore email address discovery and validation.
- You will learn to use innovative tools and solutions to find accurate email addresses for your target audience and verify their validity, ensuring your outreach efforts are effective and reach the intended recipients.

Key Takeaways:

- Build targeted contact lists from LinkedIn
- Identify and engage industry-specific leads
- Discover and validate email addresses
- Use web-based tools for contact building
- Create an automated lead generation workflow

Requirements:

- Access to Google Workspace (Google Sheets) and LinkedIn

Duration: 6hrs | virtual group sessions - interactive & hands-on

**Restrictions may apply in countries with strict GDPR rules.*



COMMUNICATIONS COACHING

REPUTATION MANAGEMENT

Build a strong and ongoing dialogue with high-level / high visibility partners (politicians, lobbies, unions, etc.)

Crisis Communications

This workshop covers:

- Prepare for a crisis
- Act decisively during a crisis

Media Training

In this training you will learn & practice:

- Message strategy
- Do's and Don't's when dealing with media

Key Takeaways:

- Build targeted contact lists from LinkedIn
- Identify and engage industry-specific leads
- Discover and validate email addresses
- Use web-based tools for contact building
- Create an automated lead generation workflow

Requirements:

- Access to Google Workspace (Google Sheets) and LinkedIn

Premium format: Bespoke | In-person | 1:1

Session Format:

- Exclusive, onsite coaching for C-Level Executives with a customized curriculum
- Enhance your communication skills with personalized guidance from top industry experts



COMMUNICATIONS

WORKSHOP

01

Strategic Brand Alignment: Mastering Internal and External Communications

Align internal and external communications with strategic marketing goals.

Learn to develop a coherent strategy that supports your brand's vision and ensures consistent impact across all channels.

03

Social Media Excellence: Strategy, Success & Crisis Management

Discover what makes a post successful and how to integrate social media into the overall corporate communications strategy.

Learn to spot and avoid pitfalls, and handle snafus effectively.

05

Global Communication Mastery: Navigating Cultural Differences

Navigate cultural differences in global markets. This workshop covers cultural awareness, cross-cultural communication techniques, and insights into global market dynamics for effective international collaboration.

02

Client-centric Sales Communication: Tactics for Success

Master tactical communication skills to understand clients and convey your value proposition effectively.

Focus on client-centric communication, market analysis, and developing presentation and negotiation skills.

04

Creative Genius: Effective Design and Branding Techniques

Explore what works best in creative tasks and why. Learn methods to tap into your creativity and channel it effectively for impactful design and branding.

06

Communications Masterclass: How-To... (general)

Learn what takes good communication to the next level; understand its impact on your own work and that of your company.

Acquire strategies how to de-escalate difficult personalities and potential conflict

09

COMMUNICATIONS 101 FOR PUBLIC-FACING JOBS

An unscripted “ask-the expert-anything” session about the basics and inner workings of communications:

- Learn to write impactful collateral
- How to deal with difficult clients,
- Train on AI tools in your daily work
- Other valuable lessons that will help you succeed

COMMUNICATIONS 101 FOR TECHNICAL/NON-PUBLIC-FACING JOBS

Learn the importance of communications in non-public facing jobs:

Acquire skills to improve your communications based on your individual personality type.

Available as 2hrs Basic or 4hrs Standard coaching | virtual group | Recommended for entry level professionals



GAME-BASED LEARNING

ERPSIM FOR MARKETERS: SAP SIMULATION TRAINING

Utilize ERPsim to drive engagement and adoption among clients with a hands-on SAP S/4HANA experience.

This interactive simulation draws participants into a gamified business scenario, demonstrating the benefits of intelligent ERP and Conversational AI.

Perfect for onboarding and digital adoption, ERPsim showcases the value of SAP in an engaging, memorable way.

ERPSIM FOR SALES: GAME-BASED PRE-SALES POWER TOOL

Enhance your sales strategy with ERPsim, an engaging business simulation on a live SAP S/4HANA system.

This tool helps you win deals by letting prospects experience the power of SAP first-hand.

Participants compete in real-life scenarios, using intelligent ERP and Conversational AI to solve business challenges, building confidence and interest in SAP S/4HANA.



GAMIFIED SIMULATION OF SAP S/4HANA

ERP SIM BY BATON

NEW: with AI-powered assistance

WHAT IS ERPSIM?

ERPsim is a **web-based business simulation game** that educates and motivates users across diverse company roles and hierarchies. Teams are pitted against each other to **solve business challenges** and **learn AI literacy** in an immersive training environment that runs on a **live SAP S/4HANA system**. The AI-powered simulation invites participants to experience the power of the SAP Intelligent Enterprise in a fun and engaging way.

- ✓ Live SAP S/4HANA Experience
- ✓ Real-time analytics dashboards
- ✓ No SAP knowledge needed
- ✓ 100% SAP MDF reimbursable
- ✓ Real-time assistance with Conversational AI

WHAT YOU NEED

- 1 Game License Chose game mode:
- OnDemand: Single Player
 - OnDemand: Enterprise
 - Instructor-led Team Event

MULTIPLE USE CASES

- end-user training
- pre-sales acceleration
- digital transformation workshop
- internal team boot camp

GAME MISSION:

- Maximum profitability
- Population satisfaction (depending on simulation)



7 INDUSTRY SCENARIOS

- Distribution (most popular)*
- Manufacturing
- Logistics
- Public Sector Enterprise Asset Management*
- Defense & Security Sustainability*

HIGH USER SATISFACTION

How often do you hear SAP software described as cool or easy to use? If the answer is never, then ERPsim is for you. Fun, entertaining, and dynamic is how customers describe this exciting business simulation software. ERPsim is all about the experience, which is fast-paced, immersive, and real-time.

Starts at \$500 USD

Questions? Contact us Find us on SAP PBC: ERPsim Basic Package

*Simulation scenarios with in-app assistance powered by Conversational AI

Marketing & Demand Generation

2500€ AI in Marketing Trainings
6 hours provided in virtual 2-3 modules

3.500€ Growth Hacking
6 hours interactive LinkedIn workshop

2900€ Game-based Learning with ERPsim
Starts at 2,5hrs with Distribution Scenario:
License for up to 25 unique players per game
(5 groups à 4-5 participants)

Other use cases available -
price upon request

Communications Workshops **2.300€** Basic Coaching (2hrs)
3.200€ Standard Coaching (4hrs)

2.000€ Communications 101 Basic (2hrs)
2.600€ Communications 101 Standard (4hrs)

Executive Communications **POR** C-Level Executive Coaching
Exclusive, customized coaching for executives, tailored to your company's needs.

BUDGET

NYTRO

ACADEMY

**WE LOOK
FORWARD
TO WORKING
WITH YOU**

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