



Simon McCaskill

Connect with Simon on Social Media

Biography

Simon McCaskill is a learning designer, facilitator, and speaker specializing in Digital Marketing (with Customer Centricity and Strategy being an area of obsession), emerging technologies, and data; especially around developing a data-driven mindset.

His enthusiasm for both the subject and for professional development shines as he is constantly challenging the learning process and exploring new ways in which to bring a subject to life, whether that be in a face-to-face or virtual environment.

His success comes from his unique ability to simplify the online and digital world and show you a new way of using digital as a tool to get the results you need for business growth, personal development, and well-being.

Simon has designed, developed, and delivered learning programs for many big businesses including Allianz, BBC, BT, Citi Bank, Colgate, eBay, Google, HSBC, L'Oreal, and Santander. He is currently piloting Google's new virtual facilitation academy.

Session: Becoming a Gmail Superuser

Are you using Gmail to its full potential? If the answer is 'no' then this is the session for you! Become a Gmail superuser and get more done.

This workshop is for anyone who is currently using, or about to begin using, Gmail as their email client and wants to improve their skills and productivity.

Topics include:

- How to manage your emails with labels and filters
- How to reply to mail faster with Google AI tools
- How to automate and sync Gmail with 3rd party applications
- Become a Gmail ninja with keyboard shortcuts
- Take your Gmail to the next level with advanced settings

[Click here](#) to buy this session for personal use or to share with your team

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to make an appointment to speak to us about booking Simon to speak to your team either virtually or in person



This session is worth 0.5 IAAP recertification points.