14-15 MAY, BUDAPEST

CUSTOMER CENTRIC BRAND STRATEGY THAT ACTIVATES CUSTOMERS



14th MAY

Dive into brands' greatest successes and failures. Customer centricity, persona building & content marketing matrix. Understand what to do, and what not to do.

15th MAY

Create a step-by-step process to craft an exceptional brand story for your brand that really connects with your potential customers, bringing you great results.





14th MAY

BRAND SURGERY

WITH

GINA WESSELS



Gina Wessels is a strategic digital marketing and digital transformation consultant with over 16 years' global experience across a range of industries including luxury hospitality and travel, airline, restaurant and catering, green coffee, wine, agriculture, pharmaceuticals and telecoms

Gina has been a partner of the Google Digital Academy for over 4 years where she delivers Brand, Mobile, Programmatic and most recently the Executive Leadership Transformation program on behalf of Google for their most prestigious clients. Gina is also a subject matter expert and facilitator for the award-winning Squared Online Digital Marketing Certificate.

Google MetLife ESTĒE LAUDER HSBC syngenta



HANDS-ON, COLLABORATIVE WORKSHOP

OVERVIEW

Explore the role of brand and how it has changed and needs to continue to evolve to meet the ever increasing expectations of today's empowered customer.

The day starts with a 'Brand Stuff Up and Success Surgery' where we will dive into some of today's greatest brand successes and failures - understanding what to do, and what not to do.

You will establish your brand values and define an activation strategy for your brand to 'do as you say' and demonstrate why customers' should believe in you and follow you. You will learn how to build powerful brands that deliver meaning, value and purpose.

DEFINE	a brand that matters to customers
ENGAGE	the right audience, in the right place, in moments that
MAKE	your budget work effectively and efficiently
ASSESS	brand creative to better manage your agencies
HOW TO	evolve your brand for the future



OBJECTIVES

WHO IS IT FOR:

- Brand manager / Head of Brand
- Communications Director / Manager
- Marketing director / Manager

WHAT YOU WILL TAKE AWAY:

- Brand Surgery Do's and Dont's
- Defined Brand Values and action steps to activate different values in the Age of Disruption
- Brand Activation Strategy
- Customer-first Audience Personas
- Content Strategy in a completed template
- Content Publishing Plan in a completed template
- An end-to-end process

WHAT YOU WILL LEARN:

- How to define a brand that matters to customers in the age of disruption
- How to engage the right target audiences in a meaningful way to make your budget work effectively
- How to assess brand creative to better manage your agencies and drive them to excel
- How to create an 'always on' presence
- How to create content to meet your customers in the right place in all their moments that matter
- How to evolve your brand for the future



FLOW OF THE DAY

1 DEFINE

CUSTOMER-CENTRICITY DEEP DIVE

You will learn the best ways of implementing customer centricity in your business and what are the key techniques to define audiences that you can apply to all your campaign planning. We will show you how the world's most successful businesses drive customer centricity and how you can implement these best-practise techniques in your business and with customers.

2 IMPROVE

BRAND ACTIVATION AND CONTENT STRATEGY

You will see how you can efficiently use the most up-to-date branding techniques and advanced content development frameworks to define the type of content you should create to meet your customers expectations in the right place, on the right device, in all their moments that matter - across the full customer journey. You will learn from brands that have succeeded and failed and take away best in class techniques to avoid pitfalls.

3 BUILD

YOUR CONTENT PUBLISHING PLAN

After critically assessing your own brand strategy, you will finish by building your Content Marketing Strategy and 12-month Content Publishing Plan that you can take away and apply immediately to engage the right audiences in the right way.



AGENDA

SETTING THE SCENE

- Welcome and introductions
- The Role of Brands for today's customer
- Workshop journey and introduction to 4-step process

STEP 1: FUTURE PROOF YOUR BRAND

- Define brand success
- Identify new branding techniques
- Assess your brand to customer fit

STEP 2: KNOW YOUR CUSTOMER

- Customer Centricity deep-dive
- Redefine your audiences beyond demographics using data and intent
- Define multiple target personas relevant for your brand
- Map your target customer's journeys

STEP 3: BUILD YOUR BRAND

- Critique your brand values in light of today's customer
- Craft and hone your brand voice

STEP 4: ACTIVATE YOUR BRAND

- Define your brand activation content
- Design your content calendar
- Write your 12-month publishing plan

CLOSURE

- Satisfaction survey
- Conclusion and take-aways



15th MAY

MASTER STORYTELLING

WITH

PILAR BARRIO



Pilar Barrio works with Google as a lead facilitator for their Digital Academy, where she trains their top clients in mobile strategy, programmatic advertising and user-centric marketing. Her compelling style is straightforward, energising, stimulating of discussion and regularly inspires listeners into action.

In her key areas of expertise; video, social media and content marketing, Pilar has advised hundreds of brands looking to cut through the noise of the digital space. Having worked over 10 years at media groups such as Aegis or Havas Media, Pilar combines the know how of the top agencies and the expertise working all around the globe with some of the best brands.

Google PlayStation. CHEVROLET EDF

BBC Coca-Cola Microsoft SONY PICTURES



STICKY STORIES & ACTIVE CUSTOMERS

OVERVIEW

Plan and distribute your digital content effectively by using innovative production models and smart targeting.

Storytelling is the future of marketing, as a tool that helps us stand out in a world where attention spans are short and our target audiences move fast, scrolling down social feeds.

Learn to unlock stories that will connect with your audience, in an effective and seamless way, with inspirational examples and a step-by-step methodology developed by Pilar Barrio

DEVELOP	a content engine in-house & maximize your budget
BREAK	traditional content models and use new digital platforms
COLLABORATE	with influencers, partners and customers to create better content
HOW TO	personalise your advertising, using smart targeting
HOW PROGRAMMATIC	technology can help you target your advertising efficiently



OBJECTIVES

WHO IS IT FOR:

- Marketing Director
- Brand manager
- Head of Content / Content manager

WHAT YOU WILL TAKE AWAY:

- Three simple steps, with which you will be able to design your brand storytelling plan
- Getting inside your customers' heads using digital insights and using data driven storytelling
- How to find the sweet spot between your audience's mindset and what your brand can offer
- Being able to make the impact of your stories last and creating a following around your brand
- You will get to create a piece of work you can start actioning when you go back to the office
- You will create a plan to launch your value content in the at the right time
- A step-by-step process to craft a good story for your brand, bringing you great results
- How to brief your teams to give you all the content variations you will need for each digital channel
- How to maximise your budget across many different platforms in an effective way

WHAT YOU WILL LEARN:

- Understand the economics of attention in digital platforms and how to break through this sea of noise
- Unlock stories that will connect with your audience, in an effective and seamless way
- Dive into emotional marketing techniques and the storytelling hooks to capture and retain people's attention
- Brainstorm and storyboard your first video, create a piece of actionable work
- Learn how to use micro-content and mini ads in a personalised and cost-effective way
- Explore trends like immersive video content, customer-led storytelling and personalisation
- Planning how and when you release your stories into each digital platform
- Go beyond just writing meaningless content calendars and understand how, in social platforms, less is more
- Learn what works and know how to tailor your content to each of the digital platforms



FLOW OF THE DAY

1

CRAFT

INCREDIBLE STORIES

We will teach you in this one day workshop a step-by-step process to craft a good story for your brand that really connects with your potential customers, bringing you great results.

2

APPLY

SMART BUDGETING

We will also show you how to plan and produce your content in a way that your budget is maximised and you can distribute it across many different digital and social media platforms in an effective way. We call this bite-size content strategy.

3

PRODUCE

UNFORGETTABLE CONTENT

You can just invest in one day of video production and end up with hundreds of pieces of content, from video, to photography, to podcasts and so on. One day of production can give you 3 to 6 months worth of great content.



AGENDA

SETTING THE SCENE

- Behaviours and introductions
- Your marketing challenge
- Brand toolkit and introduction to 3 step process

STEP 1: AUDIENCE

- Identifying opportunities to connect with your audience
- Finding the sweet spot
- Crafting your messages

STEP 2: TELLING MEMORABLE STORIES

- Storytelling pillars
- Creative inspiration
- Creation part #1: Writing down your story
- Creation part #2: Storyboarding
- Creation part #3: Shooting
- Production planning tips

STEP 3: SHARING YOUR STORY

- Content planning: bite-size content publishing strategy
- Targeting and distribution of content
- Community building: finding your tribe and growing your audience
- Action plan

CLOSURE

- Satisfaction survey + Conclusion and take aways



PRICING

TICKET OPTIONS | ALL PRICES PER PERSON

EARLY BIRD OFFER TILL 14th FEBRUARY

EARLY BIRD
€650



BRAND SURGERY

DAY 1

STANDARD PRICE

€750

EARLY BIRD
€650



MASTER STORYTELLING

DAY 2

STANDARD PRICE

€750

EARLY BIRD
€1100

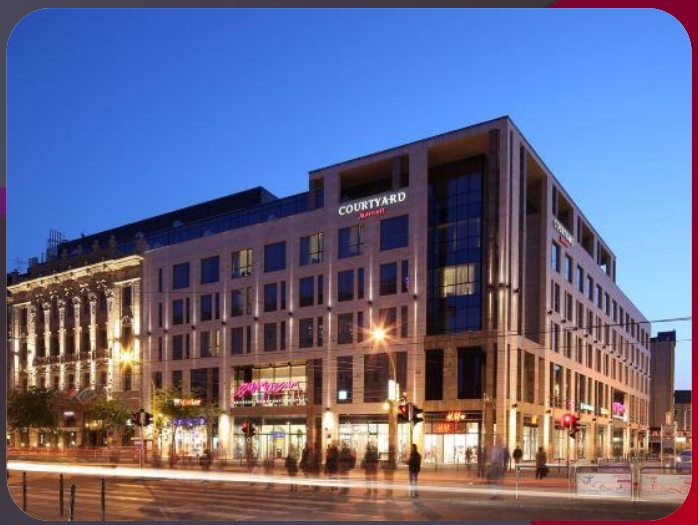


SURGERY + STORYTELLING

DAY 1 + 2

STANDARD PRICE

€1400



BOOKING / QUESTIONS

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VENUE

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Hungary