

Brand Activation That Drive Results

One-day Workshop by Simon Bradley (August 2019)

Workshop Outline:

Module	Learning Experience Summary
Setting the Stage	<ul style="list-style-type: none"> ≡ Welcome and expectations ≡ Agenda and workshop objectives
Developing a Brand Activations Strategy	<ul style="list-style-type: none"> ≡ Presentation and discussion with the group about the need for brand activations in the marketing mix and their role in solving business problems. ≡ How to really know your customer – the value of insights ≡ Brand storytelling ≡ Introduce the brand activations planning framework and apply planning framework to a case study <p>Exercise:</p> <ul style="list-style-type: none"> ≡ Using the planning framework identify objectives, audience insights and the brand story for your product/brand.
Tea Break & Networking Session	
Experiential and Events	<ul style="list-style-type: none"> ≡ Exploration of the role of experiential and events in the marketing mix. ≡ A look at best practices for bringing the brand to life including the role of technology tools such as VR and content distribution. ≡ Sweating the details – how to plan around the ‘attendee journey’ <p>Exercise:</p> <ul style="list-style-type: none"> ≡ The group will work in small teams and develop a plan for an immersive brand experience and share with the group. ≡ Update Activation Planner
Lunch Break & Networking Session	
Content and Influencer Marketing	<ul style="list-style-type: none"> ≡ Content opportunities for brands and their relative merits ≡ Tips for how to produce great content that really adds value ≡ Content platforms ≡ The dos and don’ts of sourcing an influencer ≡ Case studies: storytelling vs selling <p>Exercise:</p> <ul style="list-style-type: none"> ≡ In teams – 3 ways you can bring your brand to life through storytelling.

	<ul style="list-style-type: none"> ≡ Update Activation Planner
Sponsorships and Cause Related Marketing	<ul style="list-style-type: none"> ≡ Incorporating sponsorships and cause into your marketing plan ≡ A look at the sponsorship landscape – how to decide which direction to take ≡ Finding the right cause to align with Exercise ≡ Group discussion - what to bake into the deal ≡ Signing the deal is the easy part – tips on how to leverage a partnership ≡ Update Activation Planner
Tea Break & Networking Session	
Relationship Marketing	<ul style="list-style-type: none"> ≡ The principles behind building long term loyalty with consumers ≡ How to build true loyalty versus transactional retention
Planning and Measurement	<ul style="list-style-type: none"> ≡ Organizing for Brand Activations – a 360 approach ≡ Methods for evaluating brand activations and discussion around how that could be applied. ≡ Group discussion - techniques for measuring brand activations
Summary and Feedback	<ul style="list-style-type: none"> ≡ Group feedback session/PAS Survey

The End