

DIGITAL CONTENT 2020: HACKS TO BE FUTURE-READY



ENABLING
SMARTER
DECISIONS

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Innovation & new technologies are coming fast and will decrease the value of your products and services in the next 2 years if you keep doing the same things as you're doing now. **What to do?**

IT'S TIME TO START PREPARING

We'll give you 2 days with one of the best engagement intelligence experts and transport all of you to 2020 to see into the future of content marketing. A time when mobile will be ubiquitous and consumers will be surrounded by AI, smart speakers, VR and immersive video experiences.

We will run through the latest innovations in branded experience, such as Facebook Oculus, programmatic video, creative crowdsourcing and the 'professional influencer'. Finally, we will put all of this into practice by applying 5 hacks to your brand digital strategy.

RESULT?

You will leave with the plans for a prototype to be implemented in the next 2 years.



5 *things you'll be able to do by the end of this workshop*

- 1 Identify the key emerging human behaviours that will drive decisions on where you spend your marketing budget
- 2 Design your content for your customer's mobile life, outside of their smartphone and into the world of smart speakers and connected homes
- 3 Make the move from producing text-heavy content to connecting with your audience through live video
- 4 Uncover the creative opportunities of improved formats such as AR, VR and 360 video in social media
- 5 Develop a roadmap for 2020 to achieve your most ambitious goals in digital marketing and customer experience



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28-29 MAY / Moscow

Google

Digital Academy EMEA trainer



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She is in charge of training top talent in the Google Digital Academy in the EMEA region in Mobile Strategy, Programmatic Marketing and User-centric brand marketing. It's a rare opportunity to learn from the expert who's training the most advanced marketing company in the world.

She has helped some of the most advanced brands and businesses to bring their innovation to the next level and get ahead of their competition. Having worked over 10 years at media groups such as Aegis or Havas Media, she combines the know how of the top agencies and the expertise working all around the globe with great brands.

What can you expect ?

- Fresh point of view & innovation
- Clear and straightforward solutions
- A well thought-out strategy
- A break from old models and beliefs that prevent your company from growing