

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.



ESTÉE LAUDER



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:

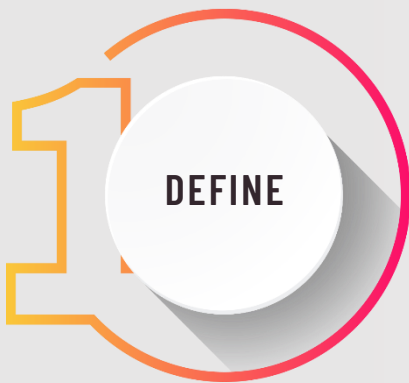
- Brand Surgery Do's and Don'ts
- Defined Brand Values and action steps to activate different values in the Age of Disruption
- Brand Activation Strategy
- Customer-first Audience Personas
- Content Strategy in a completed template
- Content Publishing Plan in a completed template
- An end-to-end process

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



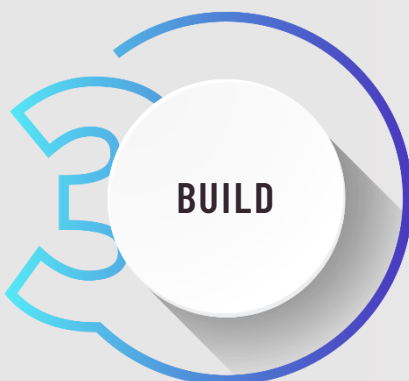
CUSTOMER-CENTRICITY DEEP DIVE

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.



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.



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



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

Marriott Courtyard

József krt. 5,
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Hungary