

GLOBAL BRAND ACADEMY

Creating Branded People

Programme Outline

Branding 5.0:
New Media,
New Conversations,
New Experiences



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There are changes and huge disruptions in the marketplace that you cannot ignore. How can you understand this disruption, learn from it, and use this knowledge to impact your customers?

Synopsis

In an increasingly digital age, the need to capture attention is greater than ever. The customer journey has gone from traditional to digital and beyond. How can you speak to your audience and impact them the same way if the world keeps changing? Learn how to master new platforms on social media and apps to keep your brand on the radar. Learn how to carry out conversations in new ways, through new media. Learn that people want to be engaged in different ways and thus desire newer, more exciting experiences.

Key learning outcomes

- Learn about new media tools and platforms and gain understanding about how each tool delivers a radically different brand experience.
- Understand your customer segments - and use this knowledge to strategically develop new approaches to connect with them.
- Learn upcoming trends and case studies of successful brands, which you can leverage for your brand.
- Learn how to plan strategically when it comes to delivering unique and cutting-edge brand experiences for your customers to drive sales and engagement.
- Leverage on huge social media communities to establish huge, high impact presence in the market.
- Use our Branding 5.0 Plan to get ready to Win in your Marketplace

Who's it for

- Marketing and brand executives
- Entrepreneurs
- Management executives and leaders
- Business owners
- Sales executives
- Corporate Teams

Program Format: Keynote/Workshop



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Brand Strategy
Internal Branding
Branded Customer Experience
Sales & Marketing

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