

# DIGITAL ACADEMY

## Academy Overview:

It is important for brands to transform in the digital world, and to reach their customers through digital mediums. Digital transformation helps brands stay relevant, compete effectively and thrive in the face of future challenges. In this academy, you will gain an understanding of emerging technologies such as AI, VR and MR to capitalise data to anticipate trends, unlock valuable insights to engage audiences through captivating digital storytelling and drive brand growth in the digital space.

## Who is it for?

- We encourage professionals from agencies or brands, as well as freelancers to participate. Fields include all creative fields including, but not limited to, Advertising, Marketing, Branding, Design, Entertainment, Media, Events, Publishing, Creative Technology, Retail and E-commerce, to participate
- Ideal for roles such as Digital Marketing Managers/Specialists, Growth Marketing Manager, Brand Manager, Social Media Manager, SEO Specialist, Content Marketer, Digital Analyst, Digital Project Manager, E-commerce Manager, Digital Strategist, Digital Content Creator, AI/VR Developer, Research Data Scientist, Digital Transformation Manager

## Learning Outcomes:

- A round-up of emerging technologies capabilities and applications to enhance strategic marketing campaigns
- Leverage data analytics that can drive brand growth and competitive advantage in the digital space
- Tailoring the digital experience to improve brand loyalty
- Develop your digital skills to tackle a real-time brief and hone your presentation skills to a jury of top creatives