

EXPERIENTIAL ACADEMY

Academy Overview:

Brand experiences are powerful marketing strategies that aim to create memorable experiences for audiences. By focussing on implementing creative concepts and utilising immersive technologies to invoke feelings, marketers can elevate the brand experience to the next level. In this academy, you will explore how creating seamless on-ground experiences build emotional connections, increase engagement and differentiate from competitors.

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 Experiential Creative Director, Event Manager, Producer, Creative Director, Event Coordinator, Brand Experience Designer, Marketing Manager, Event Data Analyst, Project Manager, Designer, Store Experience Manager, Product Launch Specialist, Activation Campaign Manager, Events & Promotions Specialist

Learning Outcomes:

- Be inspired by award-winning case studies and explore brands who have increased brand affinity and commercial success
- How to increase positive emotions from consumers, and build brand and customer connections
- Explore how to effectively align brand experience and activation with social campaigns to generate buzz
- Develop your experiential marketing skills to tackle a real-time brief and hone your presentation skills to a jury of top creatives