

# PLANNING ACADEMY

## Academy Overview:

Core of every brand reveals an unwritten story that moulds its values, mission and objectives. Equip yourself with the knowledge and insights to shape brands through compelling strategies. In this academy, we go beyond theory and dissect award-winning works to understand the strategic plans utilised that are aligned with the brand and learn how to leverage future centric technologies to analyse market and audience trends. Gain skills to track campaign key metrics to make data-driven adjustments and measure results.

## 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 Media Planner, Media Strategist, Digital Media Planner, Account Manager, Media Coordinator, Brand Manager, Marketing Manager, Advertising Manages, Creative Director, Digital Marketing Manager, Market Researcher, Data Analyst

## Learning Outcomes:

- Explore how you can use data to understand your market and effectively, to communicate the desired message
- Utilise the capabilities and applications of future centric platforms to measure the effectiveness of the campaigns
- Gain insights into the strategic and creative plans utilised by award-winning brands to drive success
- Develop your planning skills to tackle a real-time brief and hone your presentation skills to a jury of top creatives