

Advanced Content Marketing Workshop Agenda Day 1 (Thursday, December 1)

Time	Event
9:00 - 9:15 AM	Registration and check in
9:15 - 9:30 AM	Welcome - Introductions by All
9:30 AM - 12:30 PM	<p>Track 1: Branded Multimedia design for blogs / podcast / videos / social media (2 hours lecture, 1 hour workshop & Q&A)</p> <ul style="list-style-type: none"> ● Content Strategy vs Digital Marketing; A Primer ● Identifying your key message of tone and voice ● Planning your content distribution ● Getting the buy-in from everyone on your team ● Setting up high-level marketing strategy template
12:30 - 1:30 PM	Lunch Break
1:30 - 5:30 PM	<p>Track 2: Branded Storytelling [MultiMedia design and execution; blogs/podcast/videos/social media (3 hours lecture; 1 hour hands-on workshop + Q&A)</p> <ul style="list-style-type: none"> ● Your brand story in 60-seconds (video production in a half day) ● Writing a blog based on your brand story content ● Atomizing your blog content for social media ● Repurposing your brand story to a podcast episode ● Creating your social media brand story calendar
5:30 - 5:45	Summary/Recap
5:45 - 6:00 PM	Networking
6:00 PM	End of workshop

Advanced Content Marketing Workshop Agenda Day 2 (Friday, December 2)

Time	Event
9:00 - 9:45 AM	<p>Track 3: Brand activation [Designing and executing product stunts and how to market these activations] (45 minutes lecture)</p> <ul style="list-style-type: none"> • Types of product stunt • Content-hacking your product stunt • Best practices on brand activation • DIY brand activation • Marketing your brand activation
9:45 - 9:50 AM	Q&A/Break
9:50 - 11: 15 AM	<p>Track 4: Marketing Automation (1 hour and 25 minutes lecture; 45 minutes hands-on + Q&A)</p> <ul style="list-style-type: none"> • Designing your marketing automation logic • Setting up your marketing automation tools and how much you need to invest • The art of nurturing your leads • Designing non-intrusive call to actions • Website with blog - the holy grail of marketing automation
11: 15 - 11:30 AM	Break
11:30 - 11:45 AM	Summary/Recap
11:45 - 12:00 nn	Open Networking/Group picture
12:00 NN	End of workshop

Other Digital Marketing Workshops this November

- **November 12 - Digital Marketing on a Budget***
- **December 1-2 - Advanced Content Marketing**
- **December 3 - Social Media for Business**

Details: <http://www.techtalks.ph/digital-marketing-festival/>

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