

# POWER TO THE DESTINATIONS

Perfect for destination representatives and destination marketers

## 1. BRANDING



**Ivo Franschitz**  
Enited Business Events



**Andrej Pompe**  
BrandBusiness School

### Why join this module?

Like people, destinations have their own personality, represented by the brand. With a brand, we create expectations and promise experiences. You will see why your brand is the foundation you need to sell a destination.

### What will you learn?

You will learn how to apply branding concepts to your destination goals and position it post-covid.

- **Understanding destination branding**
- **Destination brand architecture**
- **Destination brand identity**
- **Destination brand experience**
- **+ Branding strategies in action**

DATES TO BE ANNOUNCED SOON

## 2. DIGITAL



**Gorazd Čad**  
Toleranca Marketing



**Andraž Štalec**  
Red Orbit

### Why join this module?

Today, creating opportunities and inspiring people is mainly done on digital platforms. They are hungry for good content, which can only be created if we know our customers really well.

### What will you learn?

You will learn what drives digital marketing in the 21st century and discover trends for 2022.

- **Understanding SEO and search marketing**
- **Power of content marketing**
- **Digital advertising and marketing analytics**
- **Martech trends 2022**
- **+ Examples of great digital customer journeys**

DATES TO BE ANNOUNCED SOON

## 3. SOCIAL



**Gorazd Čad**  
Toleranca Marketing



**Sabrina Meyers**  
Hot Hospitality Exchange

### Why join this module?

Social networks are the best amplifier of your story and authentic stories are the backbone of marketing. In this module, you'll learn a range of practical tips and tactics to navigate the most popular social networks.

### What will you learn?

You will learn how to become a meetings industry social media influencer and broaden your reach through community building strategies.

- **Social media strategy & community management**
- **Social media video marketing**
- **Social media lead generation**
- **+ Top tips for growing followers and going viral**

DATES TO BE ANNOUNCED SOON

## 4. XP



**Ivo Franschitz**  
Enited Business Events



**Henrik von Arnold**  
Enited Business Events

### Why join this module?

The coronacrisis has turned buying habits upside down. Many activation models are now digitalised. We will answer the question: what works and why in experience marketing.

### What will you learn?

You will learn about the psychology of engagement and how to use experiential activations like fam trips as a powerful tool to bring a destination's story to life.

- **The psychology of engagement**
- **Experiential activations (fam trips)**
- **Bidding and pitching**
- **+ Pop-ups and Guerilla ideas**

DATES TO BE ANNOUNCED SOON

# POWER TO THE MEETINGS

Perfect for creators of all kinds of experiences

## 1. LIVE



**Kim Myhre**  
Experience Designed



**Jens Oliver Mayer**  
Jack Morton

### Why join this module?

Genuine human contact is irreplaceable. You wouldn't build a house without an architect, and the same goes for organising events. The first module will be dedicated to event architecture and design.

### What will you learn?

You will learn how to organise successful live events that future generations will be proud of.

- Experience Design
- Event Marketing
- Event Production
- Event ROI
- + How to organise sustainable events

DATES TO BE ANNOUNCED SOON

## 2. DIGITAL



**Gorazd Čad**  
Toleranca Marketing



**Stefan Kozak**  
Creative Pro

### Why join this module?

Organising digital events is often more challenging than live events. We'll help you choose the right platform, you will learn about streaming, monetisation and everything else that belongs in the toolbox of top organisers.

### What will you learn?

You will learn how to organise inclusive, engaging and democratic digital events.

- Content Marketing for Events
- Event Technology
- Event Budgeting and Monetisation
- Post-event Data
- + Fresh ideas for your next digital event

DATES TO BE ANNOUNCED SOON

## 3. HYBRID



**Kim Myhre**  
Experience Designed



**Colja Dams**  
Vok Dams

### Why join this module?

How do you make the online audience at your event as satisfied as the live audience? We will reveal how the best agencies are doing it, showcase innovations and explain why hybrid events are the future.

### What will you learn?

You will learn how to choose the right hybrid event model and bridge the gap between online and live audiences.

- Choosing the right platform (overview of tools)
- Engagement of participants
- Moderation and collaboration
- Creative hybrid event formats
- + Hybrid events checklists

DATES TO BE ANNOUNCED SOON

## 4. VIRTUAL



**Gorazd Čad**  
Toleranca Marketing



**Marie-Kristin Schwindt**  
Meetyoo

### Why join this module?

In this module, we will take you into the future of the industry, clarify the types of virtual events and look at a number of examples of best practice in virtual and meta-world.

### What will you learn?

You will learn how to avoid virtual zombies, understand the technology, what avatars look like and what NFTs are.

- Virtual vs Metaverse
- Virtual Technologies
- Virtual Event Formats
- Virtual Events KPI's
- + Virtual Events Etiquette

DATES TO BE ANNOUNCED SOON