Executive Master in Digital Marketing and Communication

Make a difference with your S.A.V.E. strategy and Master the fundamentals of Generative A.I. for marketing, now and in the future

MODULE 3
6 Training days

Digital Communication From Promotion to Education Entertainment & Engagement - Communication Strategy and Tactical Tools

Professor :
Hugues Rey
+ Guests Speakers

Tuesday 14, Thursday 16, Saturday 18, Tuesday 28, Thursday 30 May and Saturday 1 June 2024

Module objective and content

Exploitation of digital opportunities for brands to communicate their values and offers has substantially changed the formats and content made available to customers. The distinction between online and offline communication channels definitely belongs to a bygone era. So, let's value the convergence and the active role of the customer.

In this module, you will better understand how to provide information relevant to customers' specific needs at each point in the purchase cycle. Should marketing and communication strategies still rely on PR, advertising, and personal sales to cover the field? This module shows you how to set up a communication strategy. We cover planning the Paid, Shared, Owned and Earned concept. You will also deepen your knowledge of different aspects of trading, performance and searches. Be prepared to learn a lot about Programmatic and Native Advertising, DM & CRM, Social – Adressable – Shoppable Media, etc.

In this module we will consider the following in the context of a digital world:
- How to build a communication strategy and organize the communications channels (model: Owned Shared Earned Paid).
- How to make the consumer central and prepare his or her pathway to acquisition and use of products and brands (Consumer Decision Journey)

And we will cover other points such as:
- Trading and programmatic buying - new business models for media investment
- The use of performance channels (SEA, SEO, Affiliate, etc.) - The use of mobile networks/devices and geolocation
- Social networks - Native and content advertising

- The establishment of goals, a Key Performance Index and the associated benchmarks, and ways to measure performance
- The complementarity between the different communication channels
- Traditional Media digitalization: TV, Radio & Out-of-Home
- Shoppable Media & Market Places

Teaching method

Participants can expect to meet a wide range of high-quality practitioners from the world of communications. The module will include many examples and case studies.

Your professor

Hugues Rey is a Commercial Engineer from the Solvay Brussels School of Economics and Management (ULB) (1992). He currently holds the position of CEO at Havas Belgium. Previously, he held positions of Managing Director of FastBridge (2000 – 2006), Digital Director Europe Middle-East Africa at Initiative (IPG) (2006 – 2008) and Chief Strategy and Digital Officer at Mediabrands Belgium (2008 – 2010). He is a Marketing and Communication Teacher at Solvay Brussels School of Economics and Management. Hugues is also Chairman of the board of the Belgian Management and Marketing Association and, since 2021, Chairman of the board the UMA Belgium (United Media Agencies); In the past, he was President of the CIM TV Commission, Internet Commission and CIM Pluri-media Study Committee. He is a founding father of the Interactive Advertising Bureau Belgium (IAB). He was awarded a Life-Time Achievement Award at the IAB Mixx Awards 2010. He has 30 years' experience in media agency development through digital & data infusion.

Topics covered

DAY 1

Communication Basic, Challenge, Methodology & Storytelling

- **Hugues Rey (Havas Belgium)**
  - > Meaningful Communication
  - > OSEP and savEEE
  - > Media Experience
  - > Currencies - on vs off / KPI in funnel
  - > Introduction to the "B.A.S.T.A.R.D" methodology
- **Pelle Craen (Digizik)**
  - > Digital creativity

DAY 2

Programmatic, Performance, Market Place and Shoppable Media infused by data

- **Hubert de Cartier (Universem)**
  - > Performance: SEA, SEO and much more
- **Corentin Depaire (Havas Market) and Alec Vande Casteele (Havas Media Belgium)**
  - > Programmatic & Data

DAY 3

Social Media, Influencer & Storytelling

- **Bastien Glimeur (Havas Media Belgium) and Florian Hoffreumon (FamousGrey)**
  - > Introduction to social média / Landscape
  - > Social mediaplanning / targetting opportunities / kpi + exercice
  - > Créative cases
- **Thomas Angerer and Boris Kaisin (BeInfluence)**
  - > Influencer marketing
- **Danny Devriendt (IPG Dynamic)**
  - > Digital Communication, storytelling and techno innovation

DAY 4

Customer Centric Communication: CRM & CDP, Direct Marketing - Media Digitalization, Adressability

- **Florent Diverchy (ProduPress)**
  - > Direct Marketing,CRM & CDP
- **Kevin Kielbaey (LiveRamp)**
  - > Marketing automation/Precision Marketing
- **Philippe Buyle (JcDecaux)**
  - > D(OOH) – Adressable / Programmatic / Data
- **Alessandro Papa (HighCoDATA)**
  - > «From TV to Total Video, from Radio to Voice Experience", enhanced by data & tech.

DAY 5

Master the fundamentals of Generative A.I. for marketing, now and in the future (details of the day, see next page)

DAY 6

Communication in Practice / use B.A.S.T.A.R.D model : Keytrade Bank case

- **Hugues Rey (Havas Belgium)**
  - Digital communication strategy integration in action
  - > Briefing
  - > Analysis: Culture – Competition – Consumer – Brand / PESTLE & SWOT
  - > Strategic: Objectives / KPI's /
  - > Touchpoints & Targeting: Methods/Selection grids of the channels
  - > Advertising Content
  - > Return on Investment / Return on Advertising Spend – Efficiency vs Effectiveness
  - > Debriefing – Media Marketing Modelisation & Reporting

KEY BENEFITS

- Discover, understand and use a duplicable methodology for all communication issues
- cover all aspects of digital communication through the sharing of specialists active in the specific sector
- be enlightened by more than 30 detailed and documented cases
- Validate the understanding through a one-day real-life exercise

Master the fundamentals of (Generative A.I. for marketing, now and in the future)

Professor :
Hugues Rey

Guest Speaker :
David Grunewald

Day 5

Module objective and content

Marketing and new technologies with a focus on (Generative) A.I.: Understanding the effect of (Generative) A.I. on short-, medium- and long-term trends. How to distinguish the «hype» from the structural change? Concrete examples of Artificial Intelligence.

Technology development and marketing under the scope of artificial intelligence: what is the present reality and what does the future hold? This module provides a forward look at the influence of technology evolution, and the issues and opportunities for society, industry, and marketing.

According to Mailchimp (2023), 50% of marketers believe inadequate AI adoption is holding them back from achieving their goals and 88% of marketers believe their organization must increase its use of automation and AI to meet customer expectations and stay competitive. At the same time, 61% of marketers have used AI in their marketing activities and 44 % have used AI for content production. (Source: The influencer Hub)

In the first part of this module, after an introduction about innovation Hype and the basics of A.I., Hugues Rey will put the development of A.I. for marketing in perspective. He will outline the successes and failures of the marketing industry and look at the opportunities and challenges of today & tomorrow.

In the second part of this module, a guest speaker will bring you face to face with the reality of A.I. today through real-life cases and the use of tools made available by the industry.

Topics covered

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> Major developments in Marketing and Perception of AI
> AI & SAVEEE - How AI upsets the 4P's / A.I. and the new consumer journey/ What will be my next Job in Marketing?
> AI and Media Consumption
> Practical Example and Exercises using Generative A.I. Tools

Teaching method

The course will comprise theory, cases, sharing of best practices.

David Grunewald's CV

David Grunewald brings over 25 years of advertising and marketing experience, where he has served as a catalyst for technological transformation in various strategist and management roles. Also a transformative teacher in Digital Strategy and Advertising at institutions like ULB, ICHEC, and the European Communication School, he has spent a decade preparing the next generation of marketers with cutting-edge trends and tools. After completing the MIT program 'AI Implications for Business Strategy' in 2023, he founded Pluginto.ai with the mission to empower organisations and individuals to harness AI as a competitive advantage. Leveraging an MIT-based methodology, Pluginto.ai provides strategic guidance and custom workshops to cultivate an AIcentric culture, unlocking new levels of efficiency and growth.

KEY BENEFITS

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- learn through a methodology to estimate the essential changes and the technological hype
- understand the fundamentals of artificial intelligence
- challenge the marketing mix and the consumer journey via emerging technologies - Illustrated by numerous real-life cases
- carry out exercises using the tools offered by Generative A.I. in the areas of targeting, content production, keyword research and information synthesis

During these 6 days, we will address

· E(ducation, experience,...): learn how to exploit efficiently digital tools to build a meaningful, consumer-centric communication strategy along the entire consumer journey (5 days)

· Marketing and new technologies with a focus on (Generative) A.I.: Understanding the effect of (Generative) A.I. on short-, medium- and long-term trends. How to distinguish the «hype» from the structural change? Concrete examples of Artificial Intelligence (1 day).

PRICE

3.000€ ex. VAT for the 6 training days (catering incl.)

DATES

Tuesday 14, Thursday 16 and Saturday 18 May
Tuesday 28, Thursday 30 May and Saturday 1 June

PLACE

Building Solvay Brussels School, 42 avenue Franklin Roosevelt
at 1050 Brussels

TYPICAL DAY

8:30 a.m.: welcome with coffee

9:00 a.m.: course

10:30/11:00 a.m.: coffee break

12:30 p.m.: lunch

1:30 p.m.: course

3:00 p.m.: coffee break

3:30 p.m.: course

5:30 p.m.: end of the day

INFORMATIONS

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Registration: https://bmma.be/executive-education-2/

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