

GET NOTICED

VIRTUAL WORKSHOP

Monday, May 20, 2024 • 10am-4pm EST

AGENDA:

The Psychology:

- How the brain works and how to use it to your advantage.

Addressing Mindset:

- Methods to help you get comfortable getting *different*.

Understanding your audience - a quick check-in:

- Who are they?
- Where do they hang out?
- What are their pain points?
- Where are they currently going to solve their challenges?

Creating campaigns that are DIFFERENT

- Review the DAD method (differentiate, attract, and direct).
- How to find inspiration.
- Ideate!
 - Hot Seats - Participants will share their Who, What, and Win
 - Work through idea-mining sessions for each to workshop potential campaigns.
 - Break-out sessions to get real-time feedback on your campaigns.

Commit to the Campaign

- Expectations for our June 25th follow-up meeting.