

CONTENT MARKETING WORKSHOP

Speaker: Alexander Novicov

Workshop: Content Marketing & Storytelling Workshop

Date: Thursday, 23rd March 2017

Time: 08:30-18:00

Venue: Hilton Park, Nicosia

Audience: Marketing professionals, Marketing Consultants, PR Managers, Sales Managers, Managing Directors, CEO's, General Managers.

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INTRODUCTION

Think Beyond workshop is for people who want to evolve and go beyond. It starts from how a brand communicates with its audience to the products and services it offers. Alexander believes in continuous learning, sharing knowledge about the marketing world and empowering people to believe in endless opportunities. It's much more than an Email Campaign, Facebook post, a Tweet, an Instagram Story or an ad campaign. In this workshop you will be able to differentiate your brand from your competitors and dominate the market..

Alexander Novicov has been working in marketing for the past 8 years. He frequently speaks at Marketing Forums, Universities, The Business Show London Olympia and Middlesex University. He is also invited by several companies to speak at their events. Currently he is the CEO of IQD Agency, a content marketing agency that focuses on emotional storytelling. The agency worked with a list of well-known brands and SMEs in Cyprus and the UK; Beauty Line, Holland & Barrett, Pizza Express, Stella Artois, Eurovision, Khairmax to name a few. He was a judge at the UK Digital Experience awards alongside Barclays and o2 and spoke at the 13th Marketing Forum that was organized by IMH.

WORKSHOP SCHEDULE

- 08:30-09:00:** **Welcome & Registration:**
Enjoy your morning coffee and meet open minded individuals.
- 09:00-10:00:** **Content marketing & storytelling:**
We will explain in detail what is content marketing and storytelling.
- 10:00-11:00:** **Why content marketing and storytelling matters:**
How content and a great story can increase your bottom line (sales) and brand loyalty.
- 11:00-11:15:** Coffee & Snapchat Break.
- 11:15-13:00:** **How to create engaging content and unique story:**
You will be able to create a content strategy and that will include a story which will be authentic for you.
- 13:00-14:00:** **Lunch Break:** Delicious lunch at Hilton Park.
- 14:00-15:00:** **How to market your content and blend your story in your content strategy:**
Once you have your content strategy you will need to market your branded content.
- 15:00-15:30:** **Case Studies:** Successful case studies from local and global market.
- 15:30-16:00:** **Interactive Session:**
An interactive session on how you can create your own story and your content strategy.
- 16:00-17:00:** **Content Ideas:** You will get inspired from different content types to get ideas about what type of content should create. You will share ideas with other people from different industries and get valuable insights.
- 17:00-18:00:** Q&A, Discussions & Pictures with photographer Certificate

BOOKING FORM

Title:	
Name & Surname:	
Job Title:	
Company Name:	
Address:	
City & Post Code:	
Company Phone:	
Email:	
Twitter/FB Handle:	
Website:	
People Attending:	

WORKSHOP FEE

Includes participation, certificate of attendance, and lunch:

Workshop Fee: €400 / Early Bird: €150

Payment Terms:

Payment Details:

Bank Of Cyprus

A.NO EMARKETING LTD

Account Number: 357020468616

IBAN: CY74002001950000357020468616

For bookings online go to: www.alexnovicov.com/thinkbeyond
For daily updates follow me on Snapchat & Instagram: @alexnovicov
For weekly business & marketing videos subscribe to my YouTube channel: www.alexnovicovTV.com
For blog articles visit: www.alexnovicov.com

Terms & Conditions:

- Think Beyond workshop tickets are subject to availability.
- The workshop includes lunch; attendees are asked to notify our administration regarding any special dietary requirements when making the booking (an@alexnovicov.com).
- Full payment required when booking. Payments can be done via Bank Transfer or PayPal.
- VAT is not included on the above prices.
- Attendees are responsible for the security and safety off all items brought to the workshop.
- Cancellation Policies:

Cancellation made up to 30 days before the workshop date – full refund

Cancellation made between 8 -13 days before the workshop date – 50% refund

Cancellation made up to 7 days before the workshop date – no refund

If payment for the workshop is not received in advance, we regret that the participant will not be able to attend.

Authorized Name & Surname: _____

Authorized Signature: _____

Date: _____

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ALEXANDER NOVICOV