



FUTUREMENTALS

# Workshop Agenda 25<sup>th</sup> September

Registration

CIMPA added an event

Yesterday at 12:30 ·

Register at the 2018 CIMPA Conference Workshop Day: Futurementals! Get here early to network with attendees and prepare for a packed day!

TUE 25 SEPT AT 8:30

### Registration At CIMPA 2018 Workshop Day

Cayman Islands Marketing Professional Association · Marriott Hotel

Going

You, Cat Healy and 109 others

17 Comments

8:30-9am

## Campaign & Strategy Workshops

9-1pm

Join **January Kohli** from Evans Hunt for a campaign workshop. It's time to flip the script on your strategy and broaden your thinking so you don't get stuck running the same campaign each time. This workshop will help you develop more successful campaigns and marketing programs by identifying audience needs and touchpoints.

Join **Julian Lynch** from Trend Media, to explore programmatic and SMS marketing in a hands-on workshop.

9-1pm



Trend added an event

Yesterday at 15:00 ·

TUE 25 SEPT AT 13:00

### Lunch

Cayman Islands Marketing Professional Association · Marriott Hotel

Natalie and Angel like this event

You, Tanya Wigmore and 98 others

12 Comments

TREND<sup>o</sup>

Lunch

## Spread the Word: Campaign Execution & Distribution

2-6pm

Join **Connor Kinnear** from Passle for this B2B workshop designed for B2B organisations with an interest in Expert-to-Expert Sales and Marketing, Account-Based Marketing and Social Selling. It will explain the concept around Expert-to-Expert Sales and Marketing and provide tailored one-to-one

Join **Stephanie Liu** from Lights, Camara, Live to explore Facebook Live. The recent explosion of live streaming has led to billions of people having a mobile television studio within arm's reach. And if you understand how to harness the potential of live video, you can completely change the way you do business. But if you don't, you or your business can become irrelevant, especially to the next generation of consumers. This workshop will show you how to turn your ideas, skills, knowledge and experience into a captivating Facebook Live show to reach today's savvy audiences.

2-6pm

