Event Marketing and Brand Activation

Sales and Marketing

Course Overview

Event Marketing and Brand Activation: a 5-day professional training course from LTC Consultants, delivered in-classroom across Africa and live online.

What You Will Achieve

- Explain the core principles and current good practice in Event Marketing and Brand Activation
- Apply practical tools and techniques for Event Marketing and Brand Activation in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Event Marketing and Brand Activation in practice
- Build a personal action plan to implement what you have learned

Who Should Attend

Marketing, communications, PR and sales professionals, and managers responsible for brand, reputation or revenue growth.

Course Outline

1. Setting the scene: Event Marketing and Brand Activation in today's organisation
2. Key concepts and the language of Event Marketing and Brand Activation
3. Frameworks and good practice that deliver results
4. Hands-on application: workshop exercises and cases
5. Problem-solving clinic: participants' real challenges
6. Integrating Event Marketing and Brand Activation with day-to-day operations
7. Reporting, metrics and demonstrating value
8. Action planning: your first 90 days after the course

Upcoming Dates and Fees

DATES	VENUE	FEE (PER DELEGATE)
2 to 6 Nov 2026	Johannesburg	**$1,450**
9 to 13 Nov 2026	Durban	**$1,450**
16 to 20 Nov 2026	Accra	**$1,650**
23 to 27 Nov 2026	Online	**$800**
30 Nov to 4 Dec 2026	Lagos	**$1,450**

LTC Consultants
Suite 601, Block 2, Monument Office Park, 79 Steenbok Ave, Monument Park, Pretoria, 0181, South Africa
+27 68 403 2806 | info@ltcconsultants.net | ltcconsultant.co.za
Every delegate receives a Certificate of Attendance. Group and in-house rates available on request.