

The background features a dark blue gradient with a subtle pattern of small white dots. Overlaid on this are several circular elements: a large scale on the left with numerical markings from 140 to 260, and several smaller circles with dashed lines and arrows, suggesting motion or data flow.

TMRRW BIZ SCHOOL

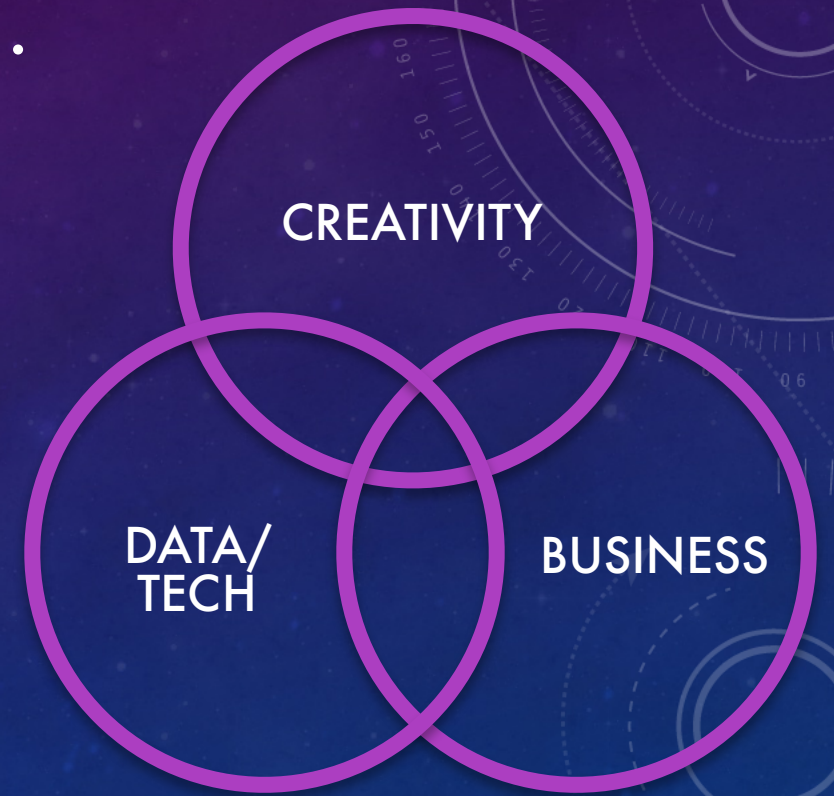
ADFEST

BACKGROUND

- According to a recent survey of 1,500 chief executives conducted by IBM's Institute for Business Value, CEOs identify "creativity" as the most important leadership competency for the successful enterprise of the future.
- Fortune 500 companies are using creativity to solve problem business challenges, which is why many Fortune 100 companies place creativity as their number one priority.
- Creativity is used as strategic leverage to form a competitive edge over your competition in any corporate or small start-ups.

A NEW TYPE OF SCHOOL FOR A NEW GENERATION OF THINKERS.

- Many education programs teach you just about digital technology using data, other schools are better at creative brand ideas, while many teaches leadership. But no school combines it all and integrates it seamlessly to create an educational experience like never before.
- ADFEST's DNA is all about Creativity. TMRRW BIZ SCHOOL is a creative business school designed to educate and inspire marketers to think creativity by building their careers for the future. It's been conceived to transform knowledgeable experiences that go beyond the classroom. By learning from award-winning industry experts from their specialised field in creativity, data/technology and business.



TMRRW BIZ SCHOOL
ADFEST

WHO WILL BE TEACHING & WHAT MARKETERS CAN LEARN.

- TMRRW BIZ SCHOOL brings together a collective group of industry experts in their field to inspire the next generation of marketers to solve business challenges for brands and organisation.
- Participants will learn a set of multi-diverse skills to rise above the ranks and be future ready. Created to respond directly to both today's needs and tomorrow's challenges in an ever changing fast paced marketplace by learning and applying the essential tools, techniques and process of innovation.
- Participants will learn real-life case studies from leading experts as they share their inspiring content and how they solved business challenges thru creativity. They will be given task and challenges designed to accelerate their progress at the end of the program to test their skills against each other to maximise their knowledge
- Every marketer will leave the school with greater competency with practical techniques and tactics that they can apply soon after.

WHO IS THIS SCHOOL FOR?

- This school is specially designed for clients who want their marketers to learn how to think both strategically and tactically using creativity. Those who want to upgrade and future proof their career.
- Participants will learn new creative and marketing skill using Data/Tech to support their organisation marketing department. By working more effectively/efficiently with today's tools to achieve outstanding results.

CURRICULUM MARCH 20 - 23RD 2019

3 Lectures per day: 3 different disciplines.

Each lecture takes 45 minutes, followed by 15 minutes Q&A and 15 minutes (tech difficulties lateness..etc bumper time between lectures.)

Total of 9 lectures.

9.30-10.30am

10.45-11.45am

12-1pm

(ADFEST lunch starts at 13.00)

Opening, share brief, pre-assemble team based on ethnic diversity and skills

Day 1. Innovator / Data Specialists/ Idea based Creativity

Day 2. E-Commerce / Content producer / Digital Creative

Day 3. Tech / Brand Builder / Digital Planning

Day 4. Presenting their ideas to the lecturers cum judges, critics, certificate giving, closing



END

TMRRW BIZ SCHOOL
ADFEST