



FIRM: SOAR ON TECHNOLOGIES LTD

WEB: academy.soarontech.com.ng

RC: 1008615

TIN: 178914290001

THE TECH MASTER CLASS

Introducing *The Tech Master Class* for corporate executives.

WORKSHOP FOCUS

Participants will gain knowledge on new technology skills needed for disruptive innovation.

The Master Class brings together an intimate group of participants and professionals to learn and share how each addresses certain marketing challenges then collaborate to deliver best practice methodologies and processes.

OBJECTIVES

- To introduce principles of disruptive innovation
- To enhance your company's performance.
- To take your skills to the next level
- Heighten your decision-making skills.

LEARNING OUTCOMES

- Understand the key factors that facilitate, nurture innovation in organisations and how to apply principles of innovation throughout the marketing function
- Develop appropriate plans for implementing effective marketing-led and innovation-focused organizational change.
- Develop applicable business models that can either be integrated into existing organizations or be used to create new ones.
- Analyze the core principles of a number of disruptive innovations, such as: big data, the internet of things.
- Develop understanding of Digital Marketing Experience using Pragmatic and Agile Marketing Frame work.

TARGET AUDIENCE

CEOs, MDs,CIOs,CTOs,Senior Managers, Commercial Directors, Marketing Officer/Communicators, Brand Directors, Digital Strategists, Market's Research Analysts, Creative Technologists, Sales Analysts, Business Director/Developments, Growth Officers, Blog Directors.

CONTENTS

- Disruptive Marketing
- Digital Transformation
- Strategic Planning In The Age Of AI, Messaging Chat-Bot!

WORKSHOP

- Pragmatic Marketing Framework
- Disruptive Innovation
- Creating Connected Experiences
- New skills for a digital world

LEARNING ACTIVITIES AND TEACHING METHODS

The approach is of interactive and inclusive learning.

- Lectures
- Video lectures
- Invited talks by prominent figures in innovation
- Case studies

VENUE | DATE | TIME

- The Lekki Colliseum,
Plot 14, Providence Street Off,
Admiralty Way Lekki Phase 1
Lagos - West Africa
- 10th, 11th May, 2018
- Full days are 9:00 to 16:00 with 8:00 registration
- Certification, refreshment and lunch.

REGISTRATION

Early Bird – per participant

\$ 350 [N126,000.00]

Late Payment from 4th April, 2018

\$ 400 [144,000.00]

Exhibition

\$ 150 [54,000.00]

Account Details:

Bank: Fidelity Bank Plc

Account Name: Soar On Technologies Ltd

Naira Account Number: 4010839619

Dollar Account Number: 5250137309

Swift: FIDTNGLA

Sort Code Number: 070020104

Online Payment:

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Mobile Transfer

MCash: *402*77000532*Amount#

HELP DESK

send request to support@soarontech.com.ng or kindly call

Enoch Mbaebie +234(0)-803-297-2057

Wale Arowolo +234(0)-810-822-7479

Agatha Ndubuisi +234(0)-806-957-1159