

How Brands Grow *Live!*

FOR SPONSORS

A 2-day workshop available exclusively to members of the Ehrenberg-Bass Sponsorship

Fast-track your journey to evidence-based marketing

How Brands Grow *Live!* is a 2-day intensive workshop exclusively for Ehrenberg-Bass Sponsors.* It is designed to align the wider team and embed an evidence-based strategic framework into your leadership team.

It is highly customised to your business and industry with relevant primary and secondary data helping to land the frameworks, and maximise your team's take-aways.

This program is about helping your business make smarter decisions, implement world's best-practice marketing, and think about how best to cascade knowledge throughout your teams. It will fast track your evidenced-based journey.

Participation by senior leadership provides a robust top down understanding of how the Laws of Growth apply to your brands and how to continue the journey of embedding evidence based strategic decision making.

See the laws come to life with your own data

Increase your team's engagement and trust in the principles. We will be able to show exactly how the Laws of Growth apply to your company, categories and different countries you operate in.

Interactive, Inspiring and Practical

Though this program and related analysis we will be able to:

- Provide a coherent cross-function framework to align your teams with a consistent strategic outlook
- Identify the Institute's framework implications for the business via an integrated Keep, Stop and Start lens
- Use the outputs of How Brand Grow *Live!* to make evidence-based changes to your approaches to Mental and Physical Availability builds

Starting at \$3,725 USD pp**



** Baseline / Regional Sponsorship required*

*** A minimum of 35 attendances will be billed for*

Includes 2 research studies, additional add-on studies quoted on request

Additional fee for Institute travel, charges to be negotiated

