

EVENT MARKETING & BRANDING

Community-First Brand Ecosystems & Continuous Engagement

A two-day programme in brand communities & continuous engagement, with eight modules and workplace application.



DURATION 2 days

DELIVERY Public or in-house

Why this programme

Teaches organizations how to evolve traditional periodic events into year-round, decentralized community hubs. Focuses on peer-to-peer connection frameworks, co-created content, dynamic membership models, and persistent digital brand spaces.

What participants will learn

- 01** Transform annual flagship events into 365-day active brand ecosystems.
- 02** Drive higher community retention through decentralized governance and user-generated content.
- 03** Monetize continuous engagement via recurring membership models and exclusive access.

Who should attend

Event planners and managers, marketing and brand teams, communication professionals, venue operators and experience designers.

How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application.

Detailed programme

Day 1 | Foundations and core skills

01 From One-Off Events to 365 Community Engines

- The shift from transactional event attendance to continuous community participation.

02 Community Architecture & Ecosystem Governance

- Designing community guidelines, decentralized moderation, and member-led programming.

03 Year-Round Content & Micro-Event Synchronization

- Structuring seasonal activations, digital roundtables, local meetups, and platform content.

04 Gamification, Badges & Tiered Community Loyalty

- Implementing incentive structures, status rewards, and engagement tokens to drive activity.

Detailed programme

Day 2 | Application and action planning

05 Facilitating Peer-to-Peer Knowledge Sharing

- Building structures for member-hosted workshops, collaborative research, and sub-group networking.

06 Monetization Models for Continuous Communities

- Designing premium tiers, subscription access, continuous brand sponsorships, and market access.

07 Community Health Metrics & Retention Analytics

- Tracking monthly active members, organic interaction density, and long-term community LTV.

08 Workshop: Building Your 365-Day Community Blueprint

- Mapping out a 12-month integrated physical-digital community strategy.

How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application.

TRAINER PROFILE

Annette Yeo

An entrepreneur, event professional and corporate trainer with more than 20 years of experience. Her work spans event management, branding, marketing and customer engagement across Malaysia, Singapore and Southeast Asia.

Trainer availability is confirmed for each programme.

Confirm HRD Corp (HRDF) eligibility and claim arrangements with ISDS before booking. Where applicable, claims are arranged through Orange Revolution.

Plan your training with ISDS

Discuss fees, delivery options and a programme suited to your team.

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