

EVENT MARKETING & BRANDING

Hyper-Localized Global Marketing & Cross-Cultural Branding

A two-day programme in cross-cultural branding & local marketing, with eight modules and workplace application.



DURATION 2 days

DELIVERY Public or in-house

Why this programme

Provides tools for scaling brand activations and global event series across diverse international markets. Highlights localized sensory adapting, cultural nuances in digital consumption, and regional compliance.

What participants will learn

- 01** Scale global event franchises into local markets without losing core brand identity.
- 02** Avoid costly cultural missteps and navigate complex regional communication styles.
- 03** Utilize localized influencer networks and regional digital channels for maximum reach.

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 Glocalization Strategy for 2030 Brands

- Balancing global consistency with hyper-local cultural resonance and market needs.

02 Cultural Intelligence (CQ) in Event Experience Design

- Adapting sensory elements, stage layout, networking customs, and hospitality per region.

03 Cross-Border Digital Marketing Channel Strategy

- Leveraging regional social platforms, messaging ecosystems, and localized search engines.

04 Real-Time Multilingual Translation & Cultural Nuance

- Deploying AI translation tools that capture localized slang, idioms, and cultural sensitivities.

Detailed programme

Day 2 | Application and action planning

05 Strategic Partnerships with Local Ecosystems

- Collaborating with local chambers, regional media, venue partners, and community leaders.

06 Global Crisis Management & Geo-Political Sensitivity

- Navigating regional crises, political nuances, and cross-border travel/logistics challenges.

07 Measuring ROI Across Diverse International Markets

- Standardizing key performance indicators across varied economic and cultural environments.

08 Country-Entry Plan Workshop

- Adapting a global flagship event strategy for seamless entry into a target regional market.

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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