

EVENT MARKETING & BRANDING

Influencer, Creator & Decentralized PR Strategy for Events

A two-day programme in event influencer & creator pr, with eight modules and workplace application.



DURATION 2 days

DELIVERY Public or in-house

Why this programme

Teaches marketers how to collaborate with modern creators, run decentralized PR campaigns, set up live content studios, and turn attendees into active brand storytellers.

What participants will learn

- 01** Amplify event reach organically by integrating creator co-creation hubs on-site.
- 02** Move from traditional PR pitch decks to real-time decentralized content distribution.
- 03** Measure true influencer marketing attribution and business pipeline conversion.

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 The Decentralized PR & Creator Landscape 2030

- How creator economies and decentralized media networks replaced traditional press releases.

02 Co-Creating Content Spaces & Creator Lounges

- Designing high-production value broadcast studios, lighting, and fast capture zones for creators.

03 Algorithmic Contracting & Creator Partnership Models

- Structuring dynamic revenue-share, tokenized bounties, and performance-based creator contracts.

04 Real-Time Content Distribution Engine

- Building cloud infrastructure to feed high-res event clips directly to creator smartphones instantly.

Detailed programme

Day 2 | Application and action planning

05 UGC (User-Generated Content) Activation & Gamification

- Incentivizing general attendees to record, stream, and share high-quality event moments.

06 Crisis Management in the Age of Instant Streamers

- Managing live unscripted moments, instant social backlash, and real-time narrative control.

07 Creator Attribution & Sales Pipeline Measurement

- Tracking dynamic promo codes, custom wallet links, and social conversion pathways.

08 PR Strategy Lab: Building a Creator-Led Event Campaign

- Constructing a full-funnel creator activation roadmap for a major public brand event.

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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