

EVENT MARKETING & BRANDING

Hybrid Spatial Monetization & Strategic Event Sponsorships

A two-day programme in hybrid event monetisation & sponsorship, with eight modules and workplace application.



DURATION 2 days

DELIVERY Public or in-house

Why this programme

Restructures legacy sponsorship decks into high-value data partnerships, interactive digital twin placements, dynamic content co-creation, and measurable performance leads.

What participants will learn

- 01** Replace static logo placements with high-converting, interactive sponsorship integrations.
- 02** Provide sponsors with verifiable data dashboards detailing attendee engagement.
- 03** Unlock new revenue streams across physical, virtual, and post-event touchpoints.

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 Evolution of Event Sponsorship 2030

- Moving from logo placement and physical booths to measurable attention, leads, and immersion.

02 Structuring Data-Backed Sponsorship Packages

- Packaging attendee engagement data, dwell time heatmaps, and digital interaction metrics.

03 Interactive Physical & Digital Sponsor Activations

- Designing gamified booths, AR product trials, and sponsored lounge experiences.

04 Monetizing Virtual Real Estate & Digital Twins

- Selling spatial banner rights, persistent 3D venue assets, and virtual networking spaces.

Detailed programme

Day 2 | Application and action planning

05 Post-Event Content Sponsorship & Extended Reach

- Monetizing on-demand video libraries, AI summaries, and 365 community channels.

06 Performance-Based Sponsorship Models

- Structuring dynamic pricing based on validated lead volume, meetings booked, or sales generated.

07 High-Impact Sponsor Pitching & Proposal Creation

- Developing persuasive, tailored pitches for corporate partners and technology brands.

08 Sponsorship Pitch Deck Workshop

- Constructing a complete, high-yielding hybrid sponsorship prospectus.

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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