

EVENT MARKETING & BRANDING

B2B Immersive Product Launch Strategies 2030

A two-day programme in immersive b2b product launches, with eight modules and workplace application.



DURATION 2 days

DELIVERY Public or in-house

Why this programme

Mastering high-stakes corporate product reveals, interactive tech demos, and experiential brand showcases that accelerate long sales cycles and generate global media buzz.

What participants will learn

- 01** Shorten enterprise B2B sales cycles through highly interactive hands-on demo environments.
- 02** Create viral media moments using high-impact visual storytelling and reveal techniques.
- 03** Align key account management teams directly with immersive launch experience 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. Evolving from passive keynote presentations to hands-on, high-touch experiential launches.

Detailed programme

Day 1 | Foundations and core skills

01 Strategic Architecture of 2030 Product Reveals

- Evolving from passive keynote presentations to hands-on, high-touch experiential launches.

02 Holographic & Mixed Reality Product Demos

- Showcasing complex industrial, digital, or medical products through scale 3D interactive projections.

03 Crafting Narrative-Driven Keynotes & Cinematic Stage Design

- Combining physical set construction with dynamic LED volumes for high-impact visual storytelling.

04 ABM (Account-Based Marketing) Event Integration

- Integrating VIP buyer tracks, private demo suites, and personalized deal rooms into the launch floor.

Detailed programme

Day 2 | Application and action planning

05 Press, Creator & Analyst Experience Management

- Designing dedicated creator studios, rapid embargo delivery systems, and interactive press kits.

06 Dynamic Live Streaming & Global Interactive Watch Parties

- Engaging global remote decision-makers with interactive polling, Q&A, and virtual demo pods.

07 Post-Launch Pipeline Conversion & Nurturing

- Connecting launch interactions directly to CRM platforms for immediate sales representative follow-up.

08 Capstone: Designing a High-Stakes B2B Launch Plan

- Formulating an end-to-end launch campaign for a disruptive flagship product.

How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application. Evolving from passive keynote presentations to hands-on, high-touch experiential launches.

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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