

EVENT MARKETING & BRANDING

Data Ethics, Privacy & Algorithmic Marketing Compliance 2030

A two-day programme in marketing data ethics & privacy, with eight modules and workplace application.



DURATION 2 days

DELIVERY Public or in-house

Why this programme

Covers critical data governance, biometric privacy laws, AI transparency regulations, and zero-party data strategies required for event organizers and marketers operating in a heavily regulated global landscape.

What participants will learn

- 01** Ensure full regulatory compliance with evolving global biometrics and AI privacy laws.
- 02** Build zero-party data capture frameworks based on radical transparency and consumer trust.
- 03** Mitigate operational risks related to algorithmic bias and synthetic identity fraud.

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 Global Data Privacy Landscape for 2030

- Evolving regulations in biometric tracking, AI profiling, and international cross-border data transfer.

02 Zero-Party & First-Party Data Architecture

- Strategies for acquiring consensual, high-intent attendee data without intrusive surveillance.

03 Ethical AI Usage in Personalization & Targeting

- Preventing bias in attendee profiling, algorithmic discrimination, and dynamic pricing models.

04 Biometric Consent Management & Storage

- Best practices for handling facial recognition data, thermal scanners, and physiological sensors.

Detailed programme

Day 2 | Application and action planning

05 Cyber Security for High-Profile Live Events

- Protecting event Wi-Fi, attendee databases, and AV infrastructure against cyber threats and ransomware.

06 Synthetic Media, Deepfakes & Identity Verification

- Securing speaker feeds, preventing unauthorized digital twin usage, and validating attendee identities.

07 Building Transparent & Trust-Based Brand Relationships

- Communicating data policies clearly to boost attendee opt-in rates and brand reputation.

08 Governance Simulation: Data Audit & Risk Assessment

- Auditing an event tech stack for regulatory compliance and ethical safety gaps.

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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