

EVENT MARKETING & BRANDING

Quantum Marketing, Predictive Analytics & Dynamic Pricing

A two-day programme in predictive marketing & dynamic pricing, with eight modules and workplace application.



DURATION 2 days

DELIVERY Public or in-house

Why this programme

Delves into next-generation predictive algorithms, machine learning conversion optimization, and quantum-inspired modeling to forecast registration trends, dynamic pricing tiers, and sponsor ROI.

What participants will learn

- 01** Predict registration curves months in advance to optimize marketing spend allocation.
- 02** Implement dynamic, real-time ticket pricing strategies that maximize event revenue.
- 03** Deliver hyper-quantified performance dashboards and verifiable ROI metrics to sponsors.

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 Predictive Marketing Frontier

- How advanced predictive modeling and machine learning redefine lead conversion and demand forecasting.

02 Dynamic Yield Management & Algorithmic Pricing

- Developing automated pricing models based on real-time demand, registration velocity, and audience segments.

03 High-Dimensional Customer Micro-Segmentation

- Segmenting audiences across thousands of behavioral vectors for surgical marketing accuracy.

04 Multi-Touch Attribution & Algorithmic Channel Optimization

- Tracking complex B2B buyer journeys across hybrid touchpoints to assign accurate ROI.

Detailed programme

Day 2 | Application and action planning

05 Automated Predictive Ad Spend Allocation

- Using AI systems that automatically reallocate ad budgets toward highest-converting channels live.

06 Quantum-Inspired Data Analytics for Mass Events

- Processing massive parallel streams of crowd data for real-time strategic decision making.

07 Data Visualization & C-Suite Reporting

- Translating complex predictive metrics into executive-ready financial and operational dashboards.

08 Revenue Optimization Model Building

- Creating a custom dynamic pricing and predictive sales model for an upcoming event series.

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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