

EVENT MARKETING & BRANDING

Web3, Tokenized Experiences & NFT Ticketing Strategies

A two-day programme in web3 & nft event ticketing, with eight modules and workplace application.



DURATION 2 days

DELIVERY Public or in-house

Why this programme

Explores the application of smart contracts, decentralized identity, dynamic tokenized access, and digital collectibles in modern event management and customer loyalty programs.

What participants will learn

- 01** Eliminate ticket scalping and secondary market fraud using secure smart contracts.
- 02** Unlock continuous utility and post-event engagement through digital collectible tokens.
- 03** Implement decentralized loyalty models that reward active community participants.

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 Decentralized Infrastructure for Events & Brands

- Understanding blockchain, smart contracts, decentralized identity, and token economics.

02 Programmable Smart Contract Ticketing

- Enforcing price caps, dynamic royalties on secondary sales, and automated refund rules.

03 Token-Gated Access & VIP Layering

- Designing exclusive physical and digital access tiers triggered by digital wallet holdings.

04 Proof of Attendance (POAP) & Digital Collectibles

- Creating meaningful post-event digital assets that grant long-term community perks.

Detailed programme

Day 2 | Application and action planning

05 Decentralized Autonomous Organizations (DAOs) for Events

- Involving audiences in speaker selection, agenda voting, and event resource allocation.

06 Frictionless Onboarding & Non-Crypto Wallets

- Implementing seamless account abstraction so mainstream attendees use Web3 invisibly.

07 Sponsorship Integration with Tokenized Ecosystems

- Enabling sponsors to drop direct dynamic rewards and offers into attendee wallets.

08 Tokenomics Lab: Designing a Tokenized Event Pass

- Building a complete smart ticketing structure with multi-tier access and post-event utility.

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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