



PROFESSIONAL TRAINING CALENDAR

| S/N | MONTH | DAY | TRAINING TITLE | COURSE PROFILE | TARGET AUDIENCE | LOCATION |
|-----|-----------|---------|---|--|---|----------|
| 1. | February | 7 | Webinar: 2024 Business Outlook | A platform for discussion of contemporary issues in the IMC market space as well as the challenges facing advertising as a business and practice. | Advertising Practitioners at all levels. | Online |
| 2. | March | 13 – 14 | E-Level IMC Programme in partnership with NIMN | The course is designed to expose participants to essential concepts and applications in Integrated Marketing Communications practice and provide them the compass to navigate the marketing communications landscape. | The programme is targeted at fresh entrants into the marketing communications industry as well as persons already in the industry who do not have a background in marketing and communications. | Lagos |
| 3. | March | 20 – 21 | Digital Marketing Communications and Cyber security Challenges | The growing recourse to digital marketing poses a myriad of cyber security challenges which organisations and their marketing communications consultants need to grapple with. This course is designed to explore the cyber security challenges in implementing effective digital marketing and communications programmes. | Digital Creative and Media Executives as well as other business managers. | Abuja |
| 4. | April | 17 | Social Media Marketing & Communications | The course will expose participants to the tools, processes and strategies for successful marketing, communication and sales using various social media platforms. | Digital Creative and Media Executives as well as other business managers. | Benin |
| 5. | April | 24 – 25 | Out-of-Home Marketing Communications Management | The workshop is designed to expose participants to effective and profitable management of the OOH media as a component of an IMC strategy in a competitive and regulated environment. | The workshop is targeted at practitioners in the OOH Advertising Sector, Advertising Media Strategists, Public Communications Managers and Outdoor Advertising Regulatory Agencies. | Lagos |
| 6. | May | 8 | Corporate Communications Management | The training will expose participants to current knowledge and practice in corporate communications so as to become more effective in their engagements with various publics, achieve better corporate visibility and empathy for their organisations | The training is targeted at Corporate Affairs Managers, Marketing Managers, Account/Client Service Managers in Ad Agencies, Communication managers in public and private corporations, Information officers in government establishments, etc. | Kaduna |
| 7. | May | 29 – 30 | Experiential Marketing Management | The course is designed to provide better understanding of the role and impact of Experiential in the marketing communications mix as well as explore current skills, tools and processes for managing Experiential programmes. | The course is targeted at Executives in Experiential Agencies, Marketing/Brand Managers, business owners and aspiring professionals in experiential marketing. | Lagos |
| 8. | June | 26 – 27 | Advanced Marketing Communications Management in partnership with NIMN | The course is designed to expose participants to a deeper understanding of the concepts and technical processes of executing an Integrated Marketing Communications project. It is a follow-up to our Entry-Level Integrated Marketing Communications course. | This course is targeted at middle and senior level executives in marketing and communications functions across corporate organisations in the marketing communications industry, as well as government ministries, departments and agencies. The course promises to offer exciting learning and networking opportunities to participants. | Lagos |
| 9. | July | 10 | IMC Webinar: Contemporary Issues in Advertising Industry | A platform for discussion of contemporary issues in the IMC market space as well as the challenges facing advertising as a business and practice. | Advertising Practitioners at all levels. | Online |
| 10. | July | 17 | Social Media Marketing & Communications | The course will expose participants to the tools, processes and strategies for successful marketing, communication and sales using various social media platforms. | Digital Creative and Media Executives as well as other business managers. | Ilorin |
| 11. | July | 24 | Marketing Communications Agency start-up: Getting it right | This course will expose participants to the tasks, processes and challenges of establishing and successfully operating a marketing communications Agency, highlighting the critical success factors and pitfalls to avoid. | Marketing Communications business start-ups and those interested in investing in the marketing communications industry. | Lagos |
| 12. | August | 7 – 8 | Use and Impact of Artificial Intelligence in Marketing Communications Campaigns | The course is designed to expose participants to effective application of Artificial Intelligence in the management of consumer engagement, advertising campaigns and general brand strategies. | Digital Creative and Media Executives as well as other business managers. | Abuja |
| 13. | August | 28-29 | Creative Workshop | The creative workshop is designed to expose participants to new and innovative trends in marketing communications creativity and the creative process. | It is targeted at Art Directors in Creative Agencies/Consultancies, Account Executives, Copywriters/Content Developers, Brand/Marketing Executives, among others. | Lagos |
| 14. | September | 25 – 26 | Corporate Communications Management | The training will expose participants to current knowledge and practice in corporate communications so as to become more effective in their engagements with various publics, achieve better corporate visibility and empathy for their organisations | The training is targeted at Corporate Affairs Managers, Marketing Managers, Account/Client Service Managers in Ad Agencies, Communication managers in public and private corporations, Information officers in government establishments, etc. | Lagos |
| 15. | October | 10 | Social Media Marketing & Communications | The course will expose participants to the tools, processes and strategies for successful marketing, communication and sales using various social media platforms. | Digital Creative and Media Executives as well as other business managers. | Kano |
| 16. | | 24 | | | | Osogbo |
| 17. | November | | National Advertising Conference (NAC) | A professional conference for marketing communications practitioners in Nigeria | Marketing communications Practitioners and their partners. | |