



TRAINING

LEARN HOW MARKETING CAN DRIVE THE SUSTAINABLE TRANSFORMATION OF YOUR VALUE PROPOSITION !

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A 2 days training by BAM

You find sustainability important but do not know exactly what role to play as a marketer?
Your company makes strong sustainability efforts and you would like to make them relevant to your customers?
You feel marketing should play a more proactive role in sustainability?
You work on sustainability and would like to work closer together with your marketing colleagues and involve them in the sustainable transformation of your company.

[Sign up here](#)



09:30 AM – 05:00 PM



Media Arena
Zone 1 Research Park 30
1731 Asse



BAM Members

€ 950 excl. VAT

BAM Non-Members/
Friend of BAM

€ 1200 excl. VAT

/ Learning outcomes

- Understanding the Why ? Why sustainable transformation is a must for all brands, companies. Understanding the broader context of sustainable transformation and the role of the different stakeholders. How to integrate sustainability in your marketing plan
- Understanding the What ? What can Marketing bring to the table ?
- Understand the How ? How can Marketing contribute in a genuine and authentic way to the sustainability strategy of the company and convert it into business success ?

/ Programme

Day 1

Day 2