

TRAINING MEANINGFUL MARKETING LABS



BAM is on a mission: turning marketing into a meaningful practice that leads to customer-centric and sustainable innovation and transformation of companies and organizations.

With the Meaningful Marketing Laboratory BAM, supported by more than 10 Marketing Professionals, offers a training program for marketers who want to make a difference.

Business models are changing, brand and value propositions need to be innovated, data and marketing technology are opening new opportunities, investments in sustainability needs to be valued by customers, etc.... The world is changing at the speed of light and so is Marketing.

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09h00 – 17h00

Media Arena
Zone 1 Research Park 30
1731 Asse

BAM Members	€ 2000 excl. BTW
BAM Non-Members/ Friend of BAM	€ 2500 excl. BTW

/ Learning outcomes

- How to become and stay customer-centric and innovative in a marketing context that is increasingly technology-driven
- How to develop and implement ethical, diverse and inclusive marketing activities to gain and keep the customer's trust
- How to integrate sustainability in your marketing plan
- How to develop marketing activities in a multi-stakeholder networked business environment.

/ Programme

Day 1	Purpose and Shared Value
Day 2	Collaboration and Holistic

Day 3	Personalisation
Day 4	Related to Trust