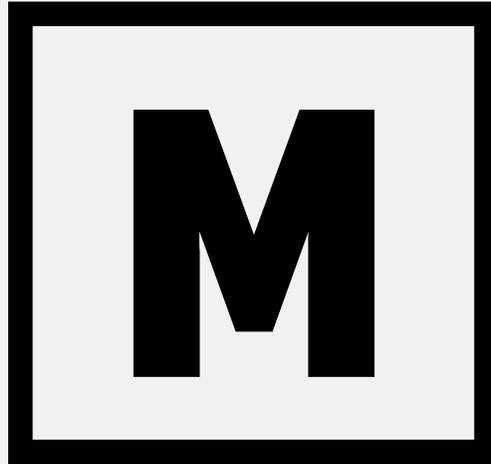


CANADA'S NEXT TOP AD EXEC PRESENTS



## **The Marketer 2030**

PREPARING THE YOUNG MARKETERS  
OF TODAY, TO BE THE MARKETING  
LEADERS OF TOMORROW.

**STUDENT INFORMATION**

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**CANADA'S NEXT  
TOP•AD  
EXEC**

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# THE MARKETER 2030

From conception to creation to consumption, we intend to remove the curtain that hides the secrets of marketing. We will look into emerging trends and ideologies transitioning the marketing student of today to be the marketing leader in the new decade - 2030.

## THE STORYLINE:

- 1 Letting passion connect and inspire conversations between learners and practitioners.
- 2 An opportunity to network, showcase skills and learn from the best in class brands
- 3 Engage in creative debate that lights up spaces and generates the heat of new thinking

## SO, HOW ARE WE GOING TO DO THIS?

A full-day program designed in collaboration with senior industry leaders to provide students with the opportunity to discover 'The Marketer' within themselves.

### 1. THE INTERACTIVE WORKSHOPS (4)

#### 90 MINUTES TO THE WHITEBOARD:

**45 minutes** - The evidence; The views;  
**The Takeaways** - A seminar to learn about the ever-changing and emerging world of marketing.

**45 Minutes** - Let's Play! Students are now prepped with preliminary case analysis and are restless to discuss and debate their ideas as a group

### 2. SWIM WITH THE TALENT TETE-A-TETE

Breakfast / Lunch or Dinner for a more personal chat between brand leaders and those students ready to cut their teeth!

## WHO IS INVOLVED

### THE LEARNING PARTNER OR SHALL WE SAY 'THE INK'

Who employs new thinking to capture the voice of the emerging customer

An organization that prioritizes investing in the future of marketing by sharing their triumphs and tribulations

### THE STUDENT OR PERHAPS 'THE PEN'

A curious student looking to challenge themselves and learn new things in a non-traditional learning space

A student who commits to their goals and thinks deeply about their purpose and their "why"