

Do you want to
develop campaigns that
drive purpose beyond
profit?

SIGN UP TODAY!

www.isafrica.education

Participate in our training!

6-04-22 | 8:45 am - 11:30 am

7-04-22 | 1:45 pm - 4:30 pm

+254 789 475 553

marketing@isafrica.education

TRAINING CURRICULUM

ISA AFRICA SHARED VALUE MASTERCLASS

The Shared Value Africa Initiative has curated detailed content and material that aims to create alignment between the Shared Value Principle, disciplines and its application in the Marketing and Advertising industry. *Here are some of the areas to be covered in this thought-provoking MasterClass.*

DAY 1: WEDNESDAY, 6 APRIL 2022 (08:45 – 11:30 EAT)

09:00 – 10:00 | Purpose and the importance of brands leading with purpose

- Overview of Purpose, as that is the first step to Creating Shared Value;
- Definition of Purpose from an organisational and brand perspective – the importance of a clearly articulated and defined purpose;
- The competitive edge that differentiates Purpose-led organisations from others.
- Interdependence between Purpose and Culture – how one affects the other.
- Examples of brands and their respective Purpose statements and activities to demonstrate these lessons – good and bad.

10:00 – 11:00 | Shared Value Principle and Framework

- Global corporate and social landscape – why companies need to do more;
- Definition of Shared Value per Porter & Kramer Harvard – and elements that differentiate it from CSR/Philanthropy but also what it does include.

11:00 – 11:15 | Briefing for trainee presentations for Day 2

**Shared
Value Africa
Masterclass**

SIGN UP TODAY!

Building brands with purpose. For
Marketing and Advertising Professionals.

Participate in our Event

6-04-22

7-04-22

7:45 am - 11:30 am

1:45 pm - 4:30 pm

 www.isafrica.education



Do you want to develop campaigns that drive purpose beyond profit?

SIGN UP TODAY!

www.isafrica.education

Participate in our training!

6-04-22 | 8:45 am - 11:30 am

7-04-22 | 1:45 pm - 4:30 pm

+254 789 475 553

marketing@isafrica.education

DAY 2 | THURSDAY, 7 APRIL 2022 (13:45 – 16:30 EAT)

14:00 – 15:00 | Unpacking case studies

- Case studies of brands in Africa and abroad to be shared and discussed to recap and ensure understanding of the framework.
- Preetesh Sewraj, CEO, Loeries Guest speaker to present and discuss Shared Value from a marketing and advertising perspective

15:00 – 16:00 | Trainee Presentations

- Based on Day 1's brief, attendees will present their ideas
- This will be to measure understanding and application of the Shared Value principle – and help participants see the potential of the concept in their own work context/environment.

15:00 – 15:15 | The Way Forward

- Final discussion to reflect on how participants can take their learnings from this training forward in their own organisations

Sign up for the ISA Africa-Shared Value Masterclass today to gain more insight on how to build up your organization and align it with Shared Value's principles

Register Here: <https://bit.ly/3kTgqKR>

