

„BIG BRAND THEORY“

Elena Frova x Eyes & Ears of Europe – International Academy

Min. 3 participants per session

Weekly sessions, the sessions can be booked separately, but all dates can also be booked together for one special price.

Date	Course Name	Content	Hours	Participants	Target Group	Notes
12 th of March	Big Brand <i>*can be booked separately</i>	Brand attributes to communicate and how to behave with converging brands	2	No limit	Promo producer, younger people, marketing	Design abc & brand content, including small workshops
20 th of March	Big Brand Workshop <i>*if you book this session, you will have to book the first session, "Big Brand" as well</i>	Brand attributes to communicate, how to behave with converging brands and promo making	3	Max. 10	Promo producer, younger people, marketing	Extra hours to work on the rough editing of a promo applying the technics above. It is necessary that the participants watch one film/tv series before the workshop, around which we will work to create a promo, therefore it is requested to be able to roughly cut a promo with any sort of edit program, also with a simple CapCut or iMovie app
10 th of April	Oh what a brief!	The importance of a good brief	1	Max. 20	Creatives in general	Marketing & Creative
17 th of April	Tips and Tricks	Basic tips in promo making	1	No limit	Beginners	
24 th of April	Capt it right!	Captions, writings, infos on promos	2	No limit	Responsible for picture & text	
30 th of April	Why did they do it?	Case studies of various brands	2	No limit		
8 th of May	Lateral Thinking 1	Promotion in an unusual way	2	Max. 20	Creatives	Entertaining, storytelling, background, basics, understanding
15 th of May	Lateral Thinking 2	Your brain is a muscle	3	Max. 20	Creatives	Exercise, training techniques
22 nd of May	Scripta Manent	What is a promo script?	1	No limit	Beginners	Basic guide, fresh up

29 th of May	Strange World	What world is the world of a promo maker?	2	No limit	Beginners, people being interested in the field	What is the process from brief to delivering?
5 th of June	Art Attack! 1	How do you communicate Art?	2	No limit	Art/cultural sector	More of a cultural focus, cultural marketing
12 th of June	Art Attack! 2	How did web 2.0 change the way to communicate art completely?	2	No limit	Art/cultural sector	Video marketing, emotional storytelling and content, buzz, roi, platforms, brand visibility & creativity, case studies
19 th of June	Two brands, same blood	The story of Adidas and Puma	1	No limit		The story of the Dassler brothers & their brands (quick case study)

Pricing:

Eyes&Ears member / Working for a member:

1h session - 59€ / 2h session - 79€ / 3h session - 99€ / All sessions - 999€

Not a member:

1h session - 79€ / 2h session - 129€ / 3h session - 179€ / All sessions - 1799€