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SPONSORSHIP ACTIVATION STRATEGY: BEYOND THE BANNER

Start Date:	31/08/2026	**End Date:**	04/09/2026
Categories:	Sales & Customer Service	**Venues:**	Milan
Formats:	In Person	**Instructors:**	

OVERVIEW

This course teaches how to activate sponsorships in meaningful, experiential ways that deliver value to sponsors and audiences alike. Participants will learn how to go beyond logo placement to create high-impact brand experiences.

OBJECTIVES

By the end of this course, participants will be able to: – Plan and execute sponsorship activations that engage audiences and reflect brand values. – Collaborate with sponsors to co-create custom activation strategies. – Use digital, experiential, and content-driven tactics to amplify sponsor presence. – Measure and report activation impact across touchpoints. – Build activation toolkits that support scalable, repeatable execution.

COURSE OUTLINE

1- The Role of Activation in Sponsorship Success 2- Designing Activations That Connect and Convert 3- Digital and Experiential Tactics for Modern Audiences 4- Measuring Activation Outcomes and Engagement 5- Building Repeatable Activation Systems

TARGET AUDIENCE

All Supervisory Levels, Sponsorship leads, event marketers, brand activation teams, partnership managers, and experience designers.

METHODOLOGY

Activation planning labs, co-creation templates, experience mapping, audience journey design, and reporting dashboards.

CONCLUSION

Participants will leave with an activation blueprint that transforms sponsorship into a memorable, measurable brand experience.

DAILY AGENDA

Day 1: What is Activation?

Understand the value and goals of activation in a modern sponsorship landscape.

Day 2: Designing Brand Experiences

Collaborate with sponsors to create immersive, engaging touchpoints.

Day 3: Tactics that Work

Explore case studies and best practices for digital, live, and hybrid activations.

Day 4: Measuring What Matters

Track engagement, sentiment, and ROI across all activation elements.

Day 5: Scalable Activation Planning

Develop reusable tools and workflows for consistent, high-quality activation.

For more information, please contact us:
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