



As part of one of Australia's premier PR companies, Hausmann School of Public Relations (HSPR) is committed to delivering the best in industry-led, hands-on training.

We are the only PR industry initiated Registered Training Organisation to provide a nationally recognised qualification focused on PR practice.

Online learning, real-time support and hands-on experience will give you the PR skills today's workplace demands and the knowledge and experience you need to get ahead.

There are huge opportunities for work-ready practitioners. Whether you are a seasoned executive wanting to up-skill; a recent graduate looking for a career kick start; or embarking on a whole new career path, HSPR can help you.

professional program

Experiential Marketing

Experiencing is believing! We're living in an age of the 'experience economy'. An age where consumers are open to being immersed in a world where brands and culture intersect. We know it as experiential marketing. If you want to learn from award-winning experiential experts and create experiences that drive brand love and buyer behaviour, then HSPR Professional Program: Experiential Marketing is for you.

Course content has been developed by Hausmann Group, one of Australia's premier marketing communications agencies responsible for developing and delivering cut through campaigns for the world's biggest brands. All HSPR courses represent the opportunity for in-house professionals to acquire big agency specialty skills, tools and templates.

Who should do this course

This part-time professional practice course is designed for anyone wanting to acquire speciality knowledge, insights and tools to deliver and amplify immersive experiences and activations, from end-to-end.

Course outcomes

This course will equip learners with the necessary skills to deliver professionally planned and executed events, experiential activities and/or brand activations.

Please note that all learners will develop an actionable experiential event concept, implementation plan and amplification strategy to answer a real-life brief (yours or ours). **As such, many organisations choose to fund this learning.**

Industry led content

All learning materials have been designed and developed by HSPR in collaboration with industry experts. HSPR is Australia's only PR industry led registered training organisation delivering executive programs in public relations practice, experiential marketing and social media management.

Course content

The course has been developed through the lens of one of Australia's

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most successful new experiential marketing agencies. Laser-focused on practical skills, all content is developed and delivered by experts with broad experience creating and managing award-winning experiential campaigns for global and local brands.

Master practical experiential skills as you create, implement and amplify an event/experience to meet objectives including:

Creating, developing, implementing and amplifying an 'experience' to meet objectives

- Addressing a brief
- Brainstorming and ideation to meet objectives
- Concept development
- Logistics and tactical recommendations
- Exploration of consumer touchpoints
- Developing strategies to announce, activate and amplify
- Reporting and evaluation measures and methods

Executing an experience/event with specific focus on project management skills including:

- Best practice tools and techniques covering project implementation
- Time management
- Team work
- Budget tracking
- Reporting and evaluation tools and templates

Developing an amplification strategy including:

- Identifying assets and resources to capture, create and distribute — including copy writing technique, visual storytelling, digital assets
- Developing an amplification strategy through PESO channels

- Setting benchmarks and reporting protocols

Delivery method

A combination of online and face-to-face learning via:

- HSPR learning portal resources, workplace examples and templates
- Six masterclasses (via webinar) with subject matter experts to embed learning
- Two-day intensive workshop to create an event concept and amplification plan (onsite at HSPR, Sydney or via the HSPR online classroom)
- Three one-on-one tutor sessions to address your specific requirements as you progress through campaign implementation and evaluation in your workplace

Course duration

8 weeks

Course dates

Please visit our website for course enrolment information and start dates (hspr.com.au).

Classes & content delivery

Welcome webinar

Week 1: Nailing the brief

Week 2: Brainstorming and ideation to meet a brief — and real world logistics

Week 3: Developing and delivering creative proposals

Week 4: Onsite workshop (full day) — Developing your event concept

- Group brainstorming activities



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- Concept development and refinement
- Group feedback and discussions

Week 5: Planning and logistics for experiential activities

Week 6: Onsite workshop (full day) — Announce, Activate, Amplify

- Group exploration and discussion of best-in-class case studies
- Develop your own AAA strategy and tactical executions
- Refine and perfect your approach — with expert guidance

Week 7: Project management tools and techniques for staying on track

Week 8: Measurement & evaluation

Tutor sessions (up to 3) to be scheduled over the 8 weeks as required

Support to succeed

\$1,950. Payment plans are available.

Earn & Learn

All HSPR courses are designed to allow you to earn while you learn. As such, the HSPR learner portal is available 24/7. Live webinars are held over the lunch hour to reduce impact on your work commitments. All webinars are recorded for those unable to attend in person.

Support to Succeed

At HSPR we seek to support every learner so they can achieve successful course completion. HSPRlearners@slack.com acts as a learner community forum and noticeboard for articles of interest, questions and conversations relating to course content and your project. The site is monitored daily and hosted live each Tuesday afternoon and Friday morning. In addition to your scheduled tutor sessions, individual assistance is available on request.

Interested to know more?

Please get in touch with Sarah Mason, General Manager, HSPR: 1300 306 703, sarah.mason@hspr.com.au

For more information on HSPR, please visit hspr.com.au

**“Online learning,
real-time support
and hands-on experience”**

