



THE BRANDED CONTENT BOOTCAMP

BEGINS EARLY AUGUST!

PRESENTED BY



WEEK 1

Basics of Branded -
We'll cover the first steps into
products and packaging

WEEK 2

Selling Stories -
Learn the best practices
around presentations

WEEK 3

Success Stories -
Hear what's working in
markets across the country

WEEK 4

Advertiser Discussion -
We'll discuss advertiser
objections and strategy

WEEK 5

Branded in Everything -
Discover how to add content
elements to all you do

WEEK 6

Operations Excellence -
How will we fulfill our campaigns
and what will success look like

WEEK 7

Practice Pitches -
We'll share pitches and
proposals with the group

WEEK 8

Status Updates -
Hear from our teams on
progress and success stories

GRADUATION!

Congratulations! -
You now have a successful
branded content program!



Bootcamp Timeline

THE BRANDED *Content Project* CALL SCHEDULE



THE BIG GROUP

Every Thursday for eight weeks we'll tackle a big topic that will push your team forward.



SMALL GROUPS

We'll make time for small group work when needed. Let the team know where and when!



ONE ON ONE

Jump on a one-on-one call any time. Email the branded content team and schedule time that works for you.