

# CONTENT MARKETING WORKSHOP

**Speaker:** Alexander Novicov

**Workshop:** Content Marketing & Storytelling Workshop

**Date:** Thursday, 22nd March 2018

**Time:** 08:30–18:00

**Venue:** Hilton Park, Nicosia

**Audience:** Marketing professionals, Influencers, Marketing Consultants, PR Managers, Sales Managers, Managing Directors, CEO's, General Managers.

**SPONSORED BY:**



## INTRODUCTION

Content marketing is a powerful way to increase your visibility, share your ideas, your products and build a sustainable brand. We are all tired of advertising messages, data shows that advertising doesn't work as it used to work. Content changed everything.

We as human beings want stories. I'm sure you've heard what is content marketing and the advice that goes with it; just create content and clients will show up! Well if it was that easy I believe that everybody would be successful in content. Content marketing is not about posting a few social media posts and writing a few articles on your blog. Content goes way beyond just posting. It's about creating real value to the end consumer, inspiring people and growing your business.

Alexander has worked in the marketing space for the past 10 years. He is a passionate public speaker that has a huge desire to share his knowledge and ideas with his audience. He spoke at The Business Show London, University of Greenwich and other conferences and universities. Currently he is the CEO of IQD Agency, a content marketing agency that focuses on emotional storytelling. The agency worked with a list of well-known brands and SME's in Cyprus and the UK such as Beauty Line, Holland & Barrett, Pizza Express, Stella Artois, Eurovision, Khairmax to name a few. He was a judge at UK Digital Experience awards alongside with Barclays and o2 and spoke at 13th Marketing Forum that was organized by IMH.

This workshop will help you as an individual gain new insights and skills on how to execute effective content marketing campaigns that drive the right clients to your business. You will be able to increase your brand influence, curate content, increase trust and ultimately increase sales.

You will learn how to create your own brand story and articulate it in a way that people want to engage with you. Once the workshop is finished you will have more clarity on your content marketing strategy and on what type of content you would like to create.

**The time to go beyond is now, this intense one-day workshop is for 10 people that starts at 08:30 until 17:30.**

**We will have a delicious lunch at Hilton Park Nicosia, coffee breaks, interactive sessions and lots of fun.**

**Book your place today by calling 22101935 or visit [thinkbeyondworkshop.com](http://thinkbeyondworkshop.com).**

## WORKSHOP SCHEDULE

- 08:30-09:00: **Welcome & Registration:**  
Morning coffee and fresh pastry.
- 09:00-10:00: **Content marketing & storytelling:**  
Find your authentic voice in a fake world.
- 10:00-11:00: **Why content marketing and storytelling matters:**  
How authentic content and a great story can increase your bottom line (sales) and increase brand loyalty.
- 11:00-11:15: **Coffee and Networking.**
- 11:15-13:00: **How to create engaging content and unique story & interactive session.**  
You will learn how to structure your authentic story and create a content strategy that works for you.
- 13:00-14:00: **Lunch Break:** Delicious lunch and chit chat.
- 14:00-15:00: **How to add meaning to your content and story.**
- 15:00-15:30: **Case Studies:** Successful case studies from local and global market.
- 15:30-16:00: **Interactive Session.**
- 16:00-17:00: **Content Ideas:** Everybody will share ideas with each other.
- 17:00-18:00: **Q&A, Discussion, Selfies & Certificate**

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## BOOKING FORM

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Title:	
Name & Surname:	
Job Title:	
Company Name:	
Address:	
City & Post Code:	
Company Phone:	
Email:	
Twitter/FB Handle:	
Website:	
People Attending:	

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## WORKSHOP FEE

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**Includes participation, certificate of attendance, and lunch:**

**Early Bird: €250**

**Payment Terms:**

**Payment Details:**

**Bank Of Cyprus**

**A.NO EMARKETING LTD**

**Account Number: 357020468616**

**IBAN: CY74002001950000357020468616**

**For bookings online go to: [www.thinkbeyondworkshop.com](http://www.thinkbeyondworkshop.com)**

### Terms & Conditions:

- Think Beyond workshop tickets are subject to availability.
- The workshop includes lunch; attendees are asked to notify our administration regarding any special dietary requirements when making the booking (an@alexnovicov.com).
- Full payment required when booking. Payments can be done via Bank Transfer or PayPal.
- VAT is not included on the above prices.
- Attendees are responsible for the security and safety off all items brought to the workshop.
- Cancellation Policies:

Cancellation made up to 30 days before the workshop date – full refund

Cancellation made between 8 -13 days before the workshop date – 50% refund

Cancellation made up to 7 days before the workshop date – no refund

If payment for the workshop is not received in advance, we regret that the participant will not be able to attend.

Authorized Name & Surname: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

Date: \_\_\_\_\_

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The logo for Alexander Novicov consists of the name 'ALEXANDER NOVICOV' in a white, sans-serif font, centered within a dark blue rectangular box. The box is positioned in the bottom right corner of the page, overlapping a large, dark blue triangular graphic that points towards the top right.

ALEXANDER NOVICOV