

## A Master Class Presented by: Dylan Kohlstädt



"Most marketing managers are so busy with marketing that they don't have the time to **stop, define** and **plan** their **strategy for success.**"

**DYLAN KOHLSTÄDT**

## Digital Marketing Strategy Made Easy



### TAKE ONE STEP BACK TO TAKE FIVE STEPS FORWARD

- Find out who your customer really is
- Find out which emotions drive their behaviour
- Refine your elevator pitch
- Find out the best digital channels to reach your customer
- Demystify social media
- Refine your digital marketing strategy

### TOO BUSY TO PLAN?

Spend the day with Dylan Kohlstädt at this highly interactive and informative master class for marketing managers and business owners. Get clear focus as you learn how to compile your digital marketing strategy. Dylan will also unpack the digital marketing channels that your customers are using, and that you should be using too. In this one day programme, Dylan Kohlstädt, owner and founder of Shift ONE – an integrated creative marketing agency in Cape Town – will give you the plan and tools you need to get your digital marketing focus on the right target. Spend your marketing budget more effectively. Reach a wider customer base. Speak to the driving emotions of your customers. Create a connection with your clients that fosters loyalty and growth.

### ABOUT DYLAN KOHLSTÄDT

Dylan is the founder and CEO of Shift ONE, a creative integrated digital marketing agency with 12 full time staff members. Shift ONE was incubated by CiTi and Google for Entrepreneurs and she now gives back by offering digital marketing training to marketers and entrepreneurs. Dylan believes that digital marketing is one of the most cost effective ways of growing a small business, and shares her knowledge, strategies and ideas with you to help you grow and succeed. Dylan has over 20 years marketing management experience in gaming, insurance, financial and property industries and can be considered a subject matter expert on all things digital. She has extensive local and international experience (South Africa, UK and Australia), and has managed global and national brands in multiple languages and countries. Dylan has her IMM (3 years) Marketing Diploma as well as an MBA through Unisa.

### BOOK YOUR SEAT TODAY!

COMPLETE THE BOOKING FORM, CALL OUR OFFICE OR BOOK ONLINE AT [www.masterclasses.co.za](http://www.masterclasses.co.za)

**Sandton**  
**1 June 2016**

**Duration:** From 9am - 4pm

**Format:** Master Class / workshop. You will craft your digital marketing strategy.

**Cost:** R2,850 per person incl. refreshments, lunch, notes, parking and VAT.

**Venue:** Sandton Hotel Venue to be announced 7 days before the event as final venue choice will depend on size of final delegation.



DYLAN KOHLSTÄDT

In 2013 Dylan was invited by Google for Entrepreneurs to attend a two week immersion programme hosted by Blackbox.VC in Silicon Valley. There she was exposed to key thought leaders and tech entrepreneurs and taught about how to take a business 'from garage to global'.



Organised by:

CADEK Media cc  
Tel: 021 854 4700 Fax: 021 854 4703  
www.cadek.co.za | info@cadek.co.za

# MASTER CLASS BOOKING FORM

## Booking Form: Digital Marketing Strategy Made Easy (Master Class)

This document serves as a conference booking and binding agreement between CADEK Media (the organiser) and...

### SECTION A: Company / Invoice Details

Company Name:			
Postal Address:		Town:	
Postal Code:		VAT Number:	
Tel Number:		Fax Number:	
Contact Person:		Cell Number:	
E-mail address:			

### SECTION B: City and Dates *(Choose the city and date where you are attending)*

Sandton 1 June 2016 – (9am – 4pm) City Hotel Venue to be announced 7 days prior to event

### SECTION C: Delegate details

*All amounts include 14% VAT*

<i>Delegate Name &amp; Surname</i>	<i>Cost per delegate</i>	<i>Number of Delegates</i>	<i>Total Amount</i>
1.	R 2,850	X 1	R
2.	R 2,850		R
3.	R 2,850		R
4.	R 2,850		R
5.	R 2,850		R
6.	R 2,850		R
7.	R 2,850		R
8.	R 2,850		R

### SECTION D: TOTAL

<b>Bank details:</b> Account name: CADEK Media STANDARD BANK, Helderberg, Branch Code: 033012 Acc no. 072 473 436	<b>Total</b>	<b>R</b>
---	--------------	----------

### SECTION E: Declaration, Terms & Conditions

I am authorised to make this booking on behalf of my company and understand that we are liable for payment of this order as indicated above. 1. Payment must reach the organiser within 48 hours of the booking and before the event. 2. Cancellation fees are 50% of total booking value 3. The organisers reserve the right to postpone or cancel any advertised event/conference in which case all delegates will be fully refunded. 4. The organiser reserves the right to make venue changes within cities as necessary due to capacity and will advise all delegates at least 72 hours prior to the event of any such changes.

Signed at \_\_\_\_\_ On this \_\_\_\_\_ day of \_\_\_\_\_ 20\_\_

Client Name

Signature

**PLEASE FAX YOUR BOOKING TO: 021 854 4703 or 086 295 4495**

Form Ref: CM