

The art and science of insights

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Many of today's most successful companies have one thing in common - they are powered by insightful strategic thinkers and creative minds who have mastered both the art and the science of being customer-centric.

As we navigate the highly complex and unpredictable landscape of the world today, it has never been more important to master the three key I's of Insight:

Insightfulness: the art of having an insightful mindset, approach and soft skills

Insights: the science of building an insightful knowledge base of your customer and translating this knowledge into actionable insights

Insights for impact: both art and science in applying insight to your strategy, customer journey and developing creative executions that connect with your target audience in a more meaningful, engaging and relevant way.

This unique and practical course is taught by an industry expert during live online lectures. Guiding you along your path of discovery is a toolkit with resources, including best practise examples, top tips by industry experts and templates to apply to your brand.

The course creates the space for you to connect with like-minded professionals and discuss real business challenges, whilst also giving you the space to reflect and refine your own soft skills.



Insightful Marketing takes place from 1 September to the 22 September 2020. It is on offer at a 30% discount @ only R4,999. Spaces are limited, so visit our website to download the course outline and apply <https://www.aaaschool.ac.za/insightful-marketing/>.

Email executivetraining@aaaschool.ac.za for any questions/enquiries or to discuss group bookings.

To view upcoming AAA Executive Training courses click <https://www.aaaschool.ac.za/executive-training/>.

" **AAA student showcase spotlights the next generation of creatives** 19 Oct 2023

" **Silver and bronze awards for AAA School of Advertising at the Pendoring and Loeries 2021** 18 Nov 2021

" **AAA School of Advertising hosting its 2021 student showcase** 20 Oct 2021

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Together with advertising agencies, design companies, media agencies and marketers as strong partners, the AAA's vision is to set and maintain globally recognised standards for world class education and training of students.

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