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An Initiative By



LIVE ON  zoom

#iEmPOWER

For Women
Entrepreneurs

DEVELOPING CONTENT STRATEGY FOR

DIGITAL MARKETING

PART 1

10 AUGUST 2020
2.30PM - 4.30PM (GMT+8)

PART 2

12 AUGUST 2020
11.00AM - 1.00PM (GMT+8)

KUALA LUMPUR, MALAYSIA

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TRAINER

Angeline Ann Samuel

- Bachelor of Software Engineering (Hons)
University of Staffordshire
- CEO & Founder of A TECH
- Certified Ethical Hacker (CEH)
- Computer Hacking Forensic Investigator (CHFI)

Angeline Ann Samuel is the CEO and founder of A TECH, a digital marketing firm in Malaysia specialising in professional development and digital marketing.

Angeline is experienced in strategic planning, managing and leading teams in diverse roles such as sales, marketing, advisory, operations management, digital marketing, market expansion strategies, business development initiatives, competitive as well as market intelligence, determining pricing strategies, control and monitoring of budget or spend of products. Her unique interpretation of online business allows her to travel the globe as a speaker, trainer and consultant, working with multiple organisations such as hotels, banks, energy, as well as oil and gas. Amongst her clients are SIRIM Malaysia, Bank Islam Malaysia, PETRONAS Malaysia, Dragon Oil Dubai, Zimbabwe Power, Qatar Petroleum Company Corporation, Saudi Aramco and Mozambique Airlines (LAM).





PROGRAMME

PART 1 | 10 AUGUST 2020

TIME	SESSION
2:30PM - 4.30PM	<p>Revisit your marketing strategy to ensure that the content is up to date, creative and engaging for your customers.</p> <p>Content is King</p> <ul style="list-style-type: none">• How do you set your content strategy?• Growing the idea pool. What are the strategies to drive creative content? This includes an interactive exercise using mind mapping to generate content ideas. <p>Context is Queen</p> <ul style="list-style-type: none">• When to say what and where?• Who says what about you or your products? Strategies to leverage user generated content.• The ultimate word of mouth. How to best integrate user generated content into your strategy.

PART 2 | 12 AUGUST 2020

TIME	SESSION
11:00AM - 1:00PM	<p>Posting and publishing business content on social media such as Facebook, Instagram, YouTube is pivotal to amplifying your brand's reach and delivering the type of content your customers or followers expect to see.</p> <p>Brand Storytelling and Branded Content</p> <ul style="list-style-type: none">• The concept of the uninvited brand.• Content marketing starts with a great story.• Brand storytelling - the role of branding and the concept of storytelling.• Branded content vs traditional advertising approach. <p>Content Marketing Strategy</p> <ul style="list-style-type: none">• The content grid framework and other approaches.• Content marketing (searchable, shareable, sustainable, specialist, supportive).• Planning for content creation, scheduling and management.

ABOUT

WORLD ISLAMIC ECONOMIC FORUM (WIEF) FOUNDATION

World Islamic Economic Forum (WIEF) Foundation was established in 2006. It is the organising body of the annual World Islamic Economic Forum. The Forum serves as a focal point where country leaders, captains of industry, emerging entrepreneurs, academics and other stakeholders from the Muslim World and beyond, meet to build bridges through business. The Foundation also undertakes various capacity building programmes under the WIEF initiatives of the Businesswomen Network (WBN), Young Leaders Network (WYN), Education Trust (WET) and Roundtable Series (WRT).

WIEF BUSINESSWOMAN NETWORK (WBN)

WIEF Businesswomen Network (WBN) was introduced at the inaugural World Islamic Economic Forum in 2005. It marked the Foundation's recognition of the importance of women's contribution to economic growth. WBN is aimed at providing a networking platform for women entrepreneurs globally. Thus, creating valuable connections between businesswomen from both Muslim and non-Muslim worlds, as well as empowering their business potential and widening their market reach.

WBN initiatives are designed to equip women entrepreneurs with business know-how, e-commerce capabilities as well as knowledge in business growth and diversification. To this effect, WBN has initiated several entrepreneurship programmes such as WIEF Women Entrepreneurs Workshop, WIEF Regional Online Marketing Workshop, WIEF Entrepreneurial Retreat, WIEF Tea Talk, WIEF Women Entrepreneurs Strategic Workshop, WIEF Social Media Workshop for Women Entrepreneurs, WIEF Businesswomen Forum held in Gangneung, Korea and #iEmPOWER workshop series.

To date, WBN entrepreneurship programmes have continued to evolve with the times and benefitted nearly 800 women from 50 countries. WBN will continue its efforts in empowering and advancing women in the economic fields at national, regional and international levels.



EVENT ORGANISER

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