



TAP is owned by:



# #MARKETING2MILLENNIALS

#getintothemindsofthisvolatilegeneration

WITH SA'AD HUSSEIN



## **INTRODUCTION**

Are you a marketer or brand owner who have wondered aloud, “Who the hell is this Generation Y?” Observers say they are the spoiled, the entitled and the haters of hard work? Some argue that they are just creative, opportunists and forward thinkers. So, who are these delicate creatures that relish ice caramel macchiatos on weekends, and how do we reach out to them?

This 2-day workshop will delve into the minds of the millennials to explore what makes them tick and what makes them reject and totally un-friend you forever. We will explore tried and tested methods as well as the not-so-tried and tested ways (and capture them unaware). #ftw #letsdothis #noturningback

### **A 2-day workshop with Sa’ad Hussein**

**Who should attend:**

- Brand Manager & Brand Directors
- Copywriters & Art Directors
- Marketing & Product Managers

**Dates:** 26 & 27 July 2017, Wednesday & Thursday, 9am - 5pm

**Venue:** VSQ @ PJ City Centre

**Fee\* :**

RM 2,900 per pax

**RM 2,750 per pax for Early Birds before 14 July 2017**

**RM 2,750 per pax for groups of 2 or more**

\*Subject to 6% GST

**To book:**

Call Kam (03) 7931 1833 / 016 4110577

Call Gabriel (03) 7931 1833 / 017 3005757

Email us at [tableaders@tap.iact.my](mailto:tableaders@tap.iact.my)

**COURSE OUTLINE**

**DAY 1**

**Module 1: WHO DREW THE GENERATIONAL BOUNDARIES?**

*Baby Boomers, Gen X, Gen Y, Gen Z. Time to know how young you are*

**Module 2: MILLENNIALS. THE LOST AND FOUND GENERATION?**

*Can you picture the next generation.*

**Module 3: MALAYSIAN MILLENNIALS. APA BENDA NI?**

*Is there a big difference? Or more like same-same but different.*

**Module 4: HOW TO MARKET A MOVING TARGET?**

*Time to bring out the artillery and disrupt!*



I'M SORRY.  
I'M JUST—  
PHYSICALLY  
INCAPABLE  
of COMING TO  
TERMS WITH  
REALITY  
TODAY.

**DAY 2**

**Module 5: MIND YOUR LANGUAGE, WE ARE MILLENNIALS**

*#justsaying #nofilter #yolo #selfie #rotfl*

**Module 6: MARKETING AT THE SPEED OF NOW**

*It's no longer yoga; it's cross fit.*

**Module 7: THE MARKETING DEPARTMENT VER2.0**

*Time to upgrade the resources, thinking, and the way you work*

**Module 8: IT'S A WRAP**

*The future is bright. Kind of.*



## **THE TRAINER**

### **Sa'ad Hussein**

*Chairman*

**TBWA\GROUP MALAYSIA**

Having spent 30 years in the industry, Sa'ad Hussein would have lived through marketing rituals for Baby Boomers, Generation X and the Millennials.



After graduating with a Political Science and Economics degree, he threw it away to become a multi-skilled, bottom-of-the-rung coolie, learning the traits of a photographer, graphic designer, copywriter and account manager. Lo and behold, 30 years later, he is now the Chairman of TBWA Malaysia.

Sa'ad has won numerous creative and effectiveness awards internationally and locally, plus a handful of Agency of the Year accolades for the offices that he worked in. He attributes the win to the work, strategy and ideas that understand emotional and cultural nuances of consumers. (Of course, it helps to have clients who are brave enough to embrace them.) In his free time, Sa'ad takes photographs of people, culture and life. He says it's a wonderful way to get closer to the consumers and know them better. #stalker