



HIGHEREYE

Empower Locally • Perform Globally

Increase Corporate Training Revenues by adding Social Responsibility and Youth Marketing Training to your offerings

HigherEye Training & Consulting is a Social Responsibility firm focused on developing International Business skills for Young People; and helping organizations increase their understanding of the Youth market.

Why should your Organization consider hiring our services for your events/seminars:

- ◆ Relevance to Market place: *topics such as Youth Marketing and Social Responsibility have increasing importance in Marketing and the Risk Management process.*
- ◆ Professionalism: *from content to training curriculum our high level of professionalism has been admired by Corporate Trainers in South East Asia and North America*



Corporate Training firms have realized the following benefits by using us to deliver Youth Focused Corporate Social Responsibility :

- ◆ High Return on Investment: *Training firm in Asia realized a 500% return based on using our services.*
- ◆ High level of Satisfaction: *Average evaluation feedback of 8.9/10 based on over 10,000 participants.*
- ◆ Increased profitability for participants: *The average firm has realized up to a \$55,000 US reduction in marketing, Social Responsibility costs by implementing the tools at our workshops.*

Our Current and Past Clients span the Globe!

SOUTH EAST ASIA



AFRICA



AMERICAS



Training and Workshops Offerings for Corporate Training, Events and Seminars

ONE DAY CORPORATE SOCIAL RESPONSIBILITY WORKSHOPS

Target Audiences: *Corporate Social Responsibility Staff, Risk Management, Public Relations, Marketing Leadership, NGO's, Social Agencies, Sales Management/Leadership*

Current Trends and Preferences within Youth Populations
Youth Advisory Boards; Key to Success Corporate Social Responsibility
Youth Unemployment; *How to reduce it via Social Responsibility*
Integrating Corporate Social Responsibility into your Marketing Strategy

TWO DAY YOUTH MARKETING WORKSHOPS

Target Audiences: *Marketing Managers/Executives, Brand Managers, Sales Management/Executives, Operations Management, Strategic Management, Customer Service Management*

DAY ONE —TOPICS

- I. Overview of the Youth Market
- II. Cultural Diversity in the Youth Market
- III. Hip Hop, Urban and Pop Culture in the Youth Market
- IV. Youth Marketing Strategies in Global Markets

DAY TWO — TOPICS

- I. Conducting Research in the Youth Market
- II. Corporate Social Responsibility and Youth
- III. Social Networking & Mobile Marketing to Youth
- IV. Effective Staffing and Partnerships to grow Youth Market Share

ONE OR TWO DAY AT-RISK YOUTH DEVELOPMENT WORKSHOPS

Target Audiences: *Educators, Ministries of Youth & Social Development, Non-Governmental Agencies, Community Outreach Departments, Social Workers*

The Ethical Gangster; Lessons in transformation
Hip Hop: from Human Rights to Excessive Spending.
Opportunity is Every Where: Where Trends equals Opportunity
At-Risk Youth = At-Risk Economy
Making Education more Relevant to Young People
Communicating Better with Young People



Why HigherEye?

1) Results Driven

Impact: Training firms realized a return on investment of up to 500% by teaming up with us to deliver training.

2) Global Experience with well known Brands

Impact: With experience in North America, South East Asia and Sub-Sahara Africa we bring tangible experience. Combined with experience with well known brands such as IBM, Hyundai, Kraft and Pepsi - we bring credibility.



3) Strong Partnerships

Impact: Partnerships with organizations in Education, Technology, Global Trade and Entertainment ensure that your organization will receive the most practical, up to date material; thus making us relevant to your audience.

Corporate Trainer and Event Management Testimonials

“We have no regrets having HigherEye Training & Consulting as a trainer for our workshop. Their in depth understanding of the subject was certainly an eye opener to most of our delegates who attended the workshop. Not only are they punctual from the start, their style of teaching was entertaining yet professional, with many useful tips given out to help the delegates grasp an understanding of the subject matter better. I would definitely recommend head trainer, Rad Dockery to anyone who wants to learn more on Youth Marketing, Social Media Marketing and Corporate Social Responsibility”

Kher Yin Chee, Conference Producer, UNI Strategic Corporate Training - Malaysia

“ We have been running the largest Youth Leadership Development Conference in the Kitchener Area. For the past six years we have depended on HigherEye Training & Consulting to deliver the keynote or to lead at least 3 workshops a day. No workshops over the past 6 Years have scored a higher result than HigherEye's. Add the fact the they are professional and courteous to deal with—and you can find no better training firm to supplement your event.”

Chairperson, Annual Beating the Odds Conference - Canada

Let's work together to drive revenues and deliver RESULTS!!

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