



Winning in the Youth Market Improves Long Term Market Share and increases profitability

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 Youth Marketing be important to your organization?

- ◆ Youth have spending power in the range of \$500 Billion according to Georgetown University .
- ◆ Today's Youth are comfortable with e-commerce, internet and international purchases;
- ◆ Attracting Youth improves likelihood of long term brand loyalty, thus reducing the costs of new customer acquisition in the future.

Organizations have realized the following benefits by participating our Youth Marketing Workshops:

- ◆ Reducing costs of Marketing Research and Promotion by as much as \$200,000 US.
- ◆ Improved effectiveness of Customer Service and Marketing activities.
- ◆ Increased Short Term and long term Revenues by reducing cost of customer acquisition.

Our Current and Past Clients span across the Globe!!

SOUTH EAST ASIA



AFRICA



AMERICAS



Outline of Youth Marketing Workshops

DAY ONE

Overview of the Youth Market

- ◆ Why the youth market matters for today and tomorrow.
- ◆ Understanding the current trends in the youth market.
- ◆ How to achieve meaningful and effective connections with Youth.
- ◆ The financial value of a Youth customer.

Youth Advisory Boards and Research in the Youth Market

- ◆ What is a Youth Advisory Board and how can it save your organization's time and money?
- ◆ How to best gain more intelligence about youth preferences
- ◆ The value of "informal" research when analyzing the youth market
- ◆ Discover how the Not for Profit sector can help you research the youth market

Using Experimental Marketing & Cultural Diversity to win in the Youth Market

- ◆ An overview of Experimental Marketing
- ◆ Discover major mistakes organizations can make when ignoring cultural diversity in the youth market
- ◆ Determine how cultural diversity can give you a competitive advantage
- ◆ Analyze how Experimental Marketing can help you increase
- ◆ Youth market share within Culturally Diverse Markets

Global Issues and their impact on Local Youth Preferences

- ◆ Discover how to adapt your youth marketing plan for youths in different geographies
- ◆ Grasp a total understanding on how to meet the needs of youth in different parts of the world
- ◆ Relate global trends/issues to local youth marketing such as the "Arab Spring"
- ◆ Gain insights into the opportunities of youth marketing in developing nations

DAY TWO

Corporate Social Responsibility - Why it matters to Youth

- ◆ Authenticity – The trust factor with youth
- ◆ The impact of the "Arab Spring" on the younger generation
- ◆ Explore why an increasing amount of the world's largest banks take Social Responsibility seriously
- ◆ Generate Corporate Social Responsibility initiatives that build brand loyalty among youth
- ◆ Determine how to integrate Corporate Social Responsibility into your marketing plan for youth

Using Social Networking to Market to Youth

- ◆ Discover the top 5 Myths about Social Media
- ◆ The SOCIAL in Social Media
- ◆ A comparison of YouTube, Facebook, Twitter, LinkedIn and Blogs
- ◆ Discover how to develop Social Media strategy that is geared towards youth
- ◆ Implement and measure the success of your Social Media strategy

Mobile Marketing and increasing Youth Marketing Share

- ◆ Examples of smart Mobile Marketing
- ◆ Current and future projections for the mobile market
- ◆ BlackBerry vs. Android vs. iPhone vs Windows Mobile – Why this battle matters
- ◆ SMS Campaigns vs. Instant Communication Platforms - Pros and cons from the youth point of view
- ◆ Mobile Marketing and Social Media; Using QR codes and Social Media to increase market share

Effective Staffing and Partnerships Strategies to grow Youth Market Share

- ◆ What kind of training should Sales/Marketing/HR and Executives obtain to better relate to the Youth Market?
- ◆ Bridging the Generation Gap within your company to win in the Youth Market.
- ◆ How to evaluate and measure potential Youth Marketing Partnerships.
- ◆ Partnerships with the Education, Not For Profit and NGO's sectors; the pros and cons.



Why HigherEye?

1) Real Youth Experience

Impact: Youth are at the core our business. With interactions with thousands of young people; plus a Youth Advisory Board; we understand youth wants, needs and trends. This translates to improved efficiency of your marketing campaigns.



2) Results Driven

Impact: Since 2002, we have helped organization increase revenues in the Youth Market by up to \$13 Million across an array of industries and sectors.

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. Saving you money on research and marketing.

Participant Feedback

“The presentation style is great and the information HigherEye provides is very modern and update”

Executive Officer, Marketing - Banking Sector

“The 2 day Youth Marketing Workshop was the most practical workshop I have ever attended. We have started to implement changes to our Youth Marketing strategy that will save us over \$56,000 on advertising this quarter”

Wireless Service Provider — Malaysia

“We know have a much better view about how to make education relevant to Young people. HigherEye has shown us that we must break out of our own comfort zones to increase Youth Mind Share.”

Vice Chair, Peel District School Board— Canada

Win in the Youth Market NOW, before your Competitors do!

Email: vision@highereye.com

Internet: <http://www.highereye.com>

Phone: 416-855-0072

International Phone: 00-1-416-855-0072

