



Driving Digital Disruption Through Social Media

Disruptive strategies have been around for a long period, but the application of digital and social methods and theory to this process is relatively new. This masterclass will help you understand what disruption means for your brand and organisation. You will learn from an evidence-based approach how to harness the potential of disruption, to not only capture the next wave of customer engagement, but also to add value to your existing services and future-proof your brand.

Recommended audience

This masterclass is designed for managers and executives who are keen to understand and/or harness changes in the digital world.

Key benefits

By the end of this masterclass, participants will be able to:

- Identify and understand the difference between growth hackers, entrepreneurs, disruption, digital and social business and marketing strategies
- Apply marketing theory to implement strategies to either undertake disruptive behaviour or defend against it
- Assess the potential for disruption in different industries in Australia

Topics to be covered

- The essentials of marketing and entrepreneurial theory
- Disruptive markets and those undergoing other forms of change
- The different methods of disruption used in different industries
- What makes disruptive behavior effective
- The implementation of disruptive strategies in practice

Length of session

One full-day of combined short interactive lectures and group discussions

