

EBMA HARMONOGRAM

Autumn Start — Oct 2nd

Víkend 1 — 2.-3. října 2026

The role of Marketing and Importance of Evidence Based approach / Laws of Growth - Big and Small Brands

Den	Datum	Čas	Témata	Hodiny
Pátek	2.10.2026	10:00–14:00	• Rachel Workshop	4
Sobota	3.10.2026	9:00–15:00	• Evidence Based Marketing: Introduction and Laws	6

Součet — Víkend 1

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Víkend 2 — 9.-10. října 2026

Evidence Based Marketing Principles / Laws of Marketing Effectiveness - Marketing Predictability

Den	Datum	Čas	Témata	Hodiny
Pátek	9.10.2026	9:00–17:00	• Evidence Based Marketing Principles and consequences for Marketing • House Of Growth – úvod a zadání úkolu pro účastníky, vč. 1h konzultace s Markem do dalšího modulu	8
Sobota	10.10.2026	9:00–15:00	• Laws of Marketing Effectiveness - Marketing Predictability • Marketing Effectiveness Principles	6

Součet — Víkend 2

14

Víkend 3 — 23.-24. října 2026

Building 3 Pillars of Mental availability: SALIENCY / Laws of Effective Creativity / Laws of Effective & Evidence Based Media Planning

Den	Datum	Čas	Témata	Hodiny
Pátek	23.10.2026	9:00–17:00	• Communication Principles and Practice • Advertising agencies: Role and their brief - Better Briefs • CEP & DBA Theory and Practice - EBI research and implementation (Tchibo) • Workshop - applying DBA & Differentiation	10
Sobota	24.10.2026	9:00–15:00	• Media Planning for effective Reach • Media Execution - human attentive reach, Cross media MMT for Reach	6

Součet — Víkend 3

16

Víkend 4 — 13.-14. listopadu 2026

Building 3 Pillars of Physical availability: Be Easy To Find and Easy To Buy

Den	Datum	Čas	Témata	Hodiny
Pátek	13.11.2026		• Shopper & Retail marketing • Services, Service Route To customer & Omnichannel Shopper	8
Sobota	14.11.2026	9:00–15:00	• Customer Centricity • Shopper marketing & Research	6

Součet — Víkend 4

14

Víkend 5 — 4.-5. prosince 2026

Ritson Laws (steps) of Evidence Based Marketing Planning - Application of Market Based Assets for Brand Competition

Den	Datum	Čas	Témata	Hodiny
Pátek	4.12.2026	9:00–17:00	• Marketing Framework: Market Orientation, Strategy, Tactics & Effectiveness	8
Sobota	5.12.2026		• Brand Strategy linked to Business Strategy • Marketing Planning, Execution, Tracking	6

Součet — Víkend 5

14

Víkend 6 — 15.-16. ledna 2027

Building Portfolio availability: Pricing and Service Design

Den	Datum	Čas	Témata	Hodiny
Pátek	15.1.2027	9:00–17:00	• Pricing Power, Brand Power and Pricing approaches	8
Sobota	16.1.2027	9:00–15:00	• Shopper & Pricing research • Shopper & Pricing Research Workshop / Exercise	6

Součet — Víkend 6

14

Víkend 7 — 29.-30. ledna 2027

Marketing Leading & Leadership

Den	Datum	Čas	Témata	Hodiny
Pátek	29.1.2027	9:00-17:00	• Legal for Marketers • AI Role, Strategy and Implementation • Workshop House Of Growth – prezentace účastníků	8
Sobota	30.1.2027	9:00-15:01	• Marketing Leaderships, Essential Traits of a Marketing Leader, Leadership Skills, CMO as Business partner • Reflections and Certificates	6
Součet — Víkend 7				14
CELKEM HODIN				96