



# PROFESSIONAL DEVELOPMENT TRAINING

Register with this link:

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JULY 24 - JULY 26, 2024



# Modules:

*DAY 1 (July 24th)*



*The Playbook to Making  
Your Events &  
Activations an  
Experience*

*DAY 2 (July 25th)*



*Navigating the  
Leadership Ladder in the  
Marketing  
Communications Space*

*DAY 3 (July 26th)*



*The Art of Client Service  
- Revisiting Gold  
Standards*



**Beryl Agyekum Ayaaba**

## **Meet Your Module Instructor for Day 1**



Beryl Agyekum Ayaaba is the globally celebrated founder and CEO of EchoHouse, a 360 creative agency – founded in Ghana but now generating footprint in Francophone and Anglophone West Africa. Since 2008, her creative agency has executed impactful and award-winning marketing campaigns for both local and multinational companies in these various markets.

EchoHouse, which started as a boutique magazine on campus, has now become a globally recognized brand representing several multinational brands in West Africa. The creative agency provides business solutions through experiential, digital, influencer, and content marketing campaigns. These celebrated campaigns have helped shape marketing communications in West Africa.

With education forming a pivotal part of the EchoHouse journey, Beryl has now set her eyes on building an educational institution called The Echo Academy that deploys unorthodox and multiple approach learning mechanisms to groom the next generation of marketing communication leaders. Beryl holds a BSc Civil Engineering.



**Andrew Ackah**

## **Meet Your Module Instructor for Day 2**



Andrew Ackah is the CEO of Dentsu Ghana, the parent company for several brand agencies including Carat, iProspect, and Dentsu Creative.

Before his assumption of the role, Andrew was the General Manager of MediaCom, the first independent media agency in Ghana delivering media solutions to both private and state-owned brands.

Having worked in the Marketing and Communications industry for over 20 years, Andrew's expertise spans various blue-chip organizations and brands in countries throughout West, Central, and Southern Africa, thereby positioning him as a thought-leader in the advertising, media, and marketing space.

His exemplary leadership, business acumen, and verve in people management has led to the growth of Dentsu Ghana in both scale and size since his appointment eight years ago. Growth has doubled to include new service lines of the business to encompass both Media and Creative offerings.

Andrew holds a Bachelor's degree in Economics & Geography and an MBA in Marketing.



**Professor Robert Ebo Hinson**

## **Meet Your Module Instructor for Day 3**



Professor Hinson is the Pro Vice-Chancellor at the Ghana Communication Technology University. Prior to this, he was the Deputy Vice Chancellor – Academic at the University of Kigali, Head of the Department of Marketing and Entrepreneurship as well as the Director of Institutional Advancement at the University of Ghana. Apart from being a Chartered Marketer, Professor Hinson holds a Bachelors, Masters, and Doctorate Degree in Marketing from the University of Ghana. He holds a second doctorate Degree in International Business from the Aalborg University Business School in Denmark. He is a born-again believer. Professor Hinson started his marketing career as an advertising agency executive and worked from 1998 – 2023 on brands like Canon, Daewoo, Dark and Lovely, Carsons, Golden Tulip, LG, Lufthansa, Microsoft, Mercedes Benz, Peugeot, Symantec, and Steers.

Professor Hinson began his training career in 1998 at the Ghana Commercial Bank Training School in Teshie Nungua in Accra and has in the last 26 years conducted hundreds of training interventions for institutions like Prudential Life, Enterprise Life, Omni BSIC, Ecobank, Prudential Bank, Ghana Commercial Bank, Bank of Africa, ABSA to mention just a few.

# DATE, VENUE, TIME & FEES



**DATE:** Wednesday, 24th July to  
Friday, 26th July, 2024

**TIME:** 9am - 1:30pm Each Day

**VENUE:** University of Ghana  
Business School (Graduate School)  
near UPSA

**Fees:**

- Non-members - GHC 2,000
- Member Agencies - GHC 1,500
- Individual members - GHC 1,000

**Call to register: 0244440477**

**pre-register: <https://forms.gle/PGFkfsXeLCvcJfru5>**



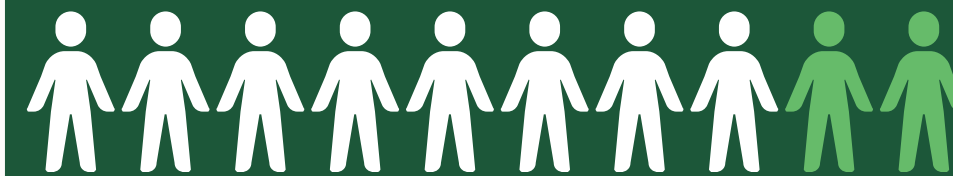
# Know this about AAG

Registered as a Professional Body under the Professional Bodies Decree (NRCD 143) on November 19, 2002.

Established as an Institute of Advertising, Ghana incorporated on July 17, 2006 to offer professional development training programmes.

OVER 2 DECADES OF  
PROFESSIONAL TRAINING  
EXPERIENCE

LEGALLY RECOGNISED AS  
A PROFESSIONAL BODY



# WHY TRAIN WITH AAG?



- Thought leaders of the Advertising Industry in Ghana
- Over two decades of training advertising practitioners in Ghana
- Over 25,000 trainees have experienced AAG's training impact
- 85% of trainees occupy key leadership positions in corporate advertising, corporate communications, Public Relations, senior marketing roles, etc.
- Practical hands-on industry knowledge delivered by instructors who are leaders in the marketing communications industry
- AAG training and certification are highly respected by the advertising industry.
- You become a part of a wider network of talented people within the advertising space in Ghana and globally.
- You build a knowledge base that propels your career in advertising and marketing communications.