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June 2026

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E-commerce & Sales

Category management ↴
How do I build an in-store brand?

Direct-to-consumer e-commerce ↴
How to set-up and manage my own e-commerce business?

E-commerce marketplaces ↴
How do I sell and advertise on online marketplaces?

E-commerce legal ↴
What legal and administrative requirements must my webshop comply with?

E-commerce basics ↴
What are the trends & challenges in e-commerce?

In-store communication ↴
How do you convince your shoppers with strong in-store communication?

Research & Insights

Demystifying consumer research methods ↴
What strategic questions should you answer when setting up consumer research?

Consumer insights ↴
What drives consumers?

Digital trends ↴
What are the digital trends today?

Key pillars to measure brand strength ↴
Which key brand equity pillars should you measure and track to assess your brand performance?

Brand Strategy

Building a meaningful brand ↴
How do you build a meaningful brand in the post-purpose era?

Communication strategy ↴
How to build an authentic and efficient communication strategy?

Brand strategy ↴
How do I identify and build a strong brand?

Targeting and segmentation ↴
How to properly understand and approach targets?

Innovation strategy management ↴
How do I create successful innovations for my brand?

Customer journey ↴
How to use the customer journey for digital marketing?

Basics in legal for marketers ↴
How can you avoid legal issues in your communication?

Content

Search engine optimisation ↴
How to increase traffic with SEO?

Content marketing strategy ↴
Why content marketing and how to develop a strategy?

Content creation ↴
How to create successful content?

Video for content marketing ↴
Why invest now in video marketing?

Design thinking for UX ↴
How to create user-centric digital experiences through design thinking?

Content distribution ↴
What are the key distribution channels to reach your target audience?

Influencer marketing ↴
What is influencer marketing and why should you integrate it into your brand strategy?

Media

The building blocks of successful advertising ↴

How to create successful advertising?

Online targeting ↴

How to choose the right media & techniques to reach your target?

Advertising formats ↴

How to choose the right advertising formats?

Programmatic marketing ↴

How does programmatic marketing work in Belgium?

(Digital) Outdoor ↴

When is using billboards and digital panels interesting?

Direct mail ↴

How do I reach my consumers through their letterbox?

Newspapers & magazines ↴

What role does print media play in a strategic communication plan?

Performance marketing ↴

How can I leverage data for effective marketing?

Radio advertising ↴

When, why, and how should I use radio in my communication plan?

Snapchat, Pinterest & TikTok ↴

What do you need to know about paid campaigns on Snapchat, Pinterest & TikTok?

Offline targeting ↴

How does targeting work in non-digital media?

Facebook, Instagram & LinkedIn ↴

How to grasp paid social basics?

Media & effectiveness measurement ↴

How do you measure the success of a campaign and its impact on your marketing KPIs?

Social media (organic) ↴

How can I increase my organic reach on social media?

Media-audits & contracts ↴

Why and how should you organise a media audit?

Data & Technology

Marketing technology platforms ↴

How do you use the new AdTech and MarTech solutions?

Introduction to data strategy ↴

How to make your data marketing future-proof?

Data driven customer activation ↴

How to activate your consumers with data and technologies?

Customer data protection ↴

Digital marketing and data protection: can we make that marriage work?

CRM strategy ↴

How do you use a CRM strategy to improve relationships with your consumers?

Cookieless marketing ↴

How to target and activate in a cookieless world?

Digital marketing strategy ↴

What are the pillars of a strong digital marketing strategy?

Dashboarding ↴

How to visualise data using dashboarding?

Agency

Agency ecosystem ↴

How do I make several agencies work together in an efficient ecosystem?

Agency selection ↴

How to select your Communication Agency and organise a Pitch?

Sustainability

Media Carbon Calculator ↴

How to integrate the Media Carbon Calculator from CommToZero into your campaigns

Carbon Production Calculator ↴

How to integrate the Carbon Production Calculator from CommToZero into your campaigns

Avoid greenwashing ↴

How to detect and avoid greenwashing in your communication?

Navigate sustainability reporting ↴

How to prepare for the new sustainability reporting requirements?

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Agency

Agency remuneration & evaluation ↴

How to correctly evaluate and compensate an agency?

Artificial Intelligence

Art of prompting in marketing ↴

What are the techniques to improve your interactions with AI?

(FR) (ONLINE)

AI for content creation process ↴

How can you leverage AI effectively throughout the content creation workflow?

(EN)

Introduction to copywriting with AI ↴

What are the copywriting models and how to use them with AI?

(NL) (ONLINE)

NEW Generative Engine Optimisation ↴

How can your brand stay visible in the age of AI search?

(EN) (ONLINE)

Introduction to AI in Marketing ↴

What are the main practical use cases of artificial intelligence in marketing?

(EN) (ONLINE)

Introduction to image generation with AI ↴

How to create and use visuals ethically and effectively with AI?

(EN) (ONLINE)

Implementing AI in teams and organisations ↴

How can brands use AI creatively, safely and effectively without risking trust, compliance or reputation?

(EN) (ONLINE)

NEW Responsible AI for advertisers ↴

How can brands use AI creatively, safely and effectively without risking trust, compliance or reputation?

(EN)

NEW Introduction to agentic AI ↴

How can agentic AI transform marketing process and automation into more human-like customer engagement?

(EN) (ONLINE)

Brand Strategy

Brand activation strategy ↴

How to activate your brand strategically?

(EN)

Business plan effectiveness (OGSM basics) ↴

How to develop effective business and marketing plans?

(EN)

Business plan effectiveness (OGSM advanced) ↴

How do you translate the vision of an annual plan into concrete actions?

(EN)

Revenue growth management ↴

What are the key levers for growing revenue?

(EN)

Mastering customer experience management (advanced) ↴

How can you further foster an impactful customer experience?

(EN)

Elevating brands on LinkedIn ↴

How can you, as a brand, leverage LinkedIn to your advantage?

(EN)

Content

Transmedia storytelling ↴

How can you develop your storytelling across different media?

(EN) (ONLINE)

Customer proof copy evaluation ↴

How to evaluate advertising copy with AI as your sparring partner?

(NL)

NEW Powering brands through publishing strategy, trust & impacts ↴

Learn how to turn the power of publishing into attention, measurable impact and brand trust.

(EN + NL + FR)

Media & creativity ↴

What are the key ingredients of effective communication?

(NL)

Introduction to MarTech platforms ↴

What are the AdTech & MarTech platforms and how they work together to communicate with my consumer?

(EN) (ONLINE)

NEW Google Analytics 4 ↴

How can you make the most of Google Analytics 4 and its features?

(FR) (ONLINE)

NEW Email marketing ↴

How to optimise the usage of email marketing in 2026 and beyond?

(EN) (ONLINE)

E-commerce & Sales

Optimising the performance of your webshop ↴

How to scale up your online shop for optimal customer appeal and conversion?

(EN)

Build an effective strategic sales plan ↴

How do you build and implement a strong strategic sales plan (and a high-performing team)?

(NL) (FULL DAY)

The core principles of value based pricing ↴

How can you establish and optimise a successful pricing strategy?

(EN)

Masterful presentations ↴

How to increase the impact of your (sales) presentation?

(EN)

In-store communication ↴