



# Ready for the future. Together.

UBA  
Academy  
January —  
June 2026

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of member companies »

## Choose your online video Trainings 24/7 ↘

### 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 marketeers ↘

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?

Choose your online video trainings



## Choose your Master Classes ↘

### Agency

#### Agency remuneration & evaluation ↘

How to correctly evaluate and compensate an agency?

(NL) (ONLINE)

### 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)

### Data & Technology

#### Effective first-party data strategy ↘

How does data collection and collaboration boost your marketing performance?

(EN)

#### 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 ↘

How can I ensure that in-store communication has maximum impact on shopper behaviour?

(EN) (ONLINE)

### Media

#### Media Strategy Evaluation ↘

How do I best evaluate an annual media strategy?

(FR)

#### Total Video Advertising ↘

Total Video Advertising

(NL+ FR)

#### NEW From guesswork to growth: How MMM transforms your strategy ↘

Move beyond assumptions and uncover the real impact of every channel. Learn how to optimize ad spend, boost ROI, and lead with data-backed decisions.

(EN)

#### 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)

### Research & Insights

#### Visual nudging in marketing and communication ↘

How does the correct use of colour in communication lead to greater impact?

(EN)

### Skills

#### Negotiation skills ↘

How do I achieve the best result in a negotiation?

(NL)

#### LEGO Serious Play ↘

How do I extract all the knowledge from a group?

(NL+ FR)

#### Creative thinking ↘

How do you strengthen your creative thinking muscle?

(NL)

#### Innovation - keys to success ↘

How to build an organisation that thrives on innovation?

(EN)

#### Storytelling in presentations ↘

How do you convince an audience?

(NL)

#### Change management ↘

How do I get my people on board in a change process?

(NL)

#### Persuasion ↘

How to persuade in a powerful way?

(EN)

### Employer branding

#### Employer marketing ↘

How do you build a stronger brand from within?

(EN)

Choose your Master Classes

