

# MARKETING PROFESSIONAL DEVELOPMENT SEMINAR

Session Planning & Reflection Chart

Date: \_\_\_\_\_

TIME	SESSION TOPIC & SPEAKER	ACTIONABLE INSIGHTS / NOTES
<b>09:00 AM</b>	Keynote: The Future of AI in Consumer Behavior	
<b>10:30 AM</b>	Workshop: Omnichannel Attribution Models	
<b>01:00 PM</b>	Breakout: Content Strategy for Emerging Platforms	
<b>02:30 PM</b>	Panel: Privacy-First Marketing in a Cookieless World	
<b>04:00 PM</b>	Closing: Building Brand Authority through Personalization	

## Skill Competency Checklist:

Data Analytics  
SEO/SEM Strategy  
Brand Storytelling  
Marketing Automation

CRM Management  
Social Commerce  
Lead Generation  
UI/UX Basics  
Strategic Planning

**Post-Seminar Reflection:**