In this brochure

What is AEX Design?

aeStranger's Audience Engagement & Experience Design (AEX Design) beginner course gives you the tools and knowledge to power-up your career and business.

With 12 on-demand episodes covering content ranging from business strategy to gamification, to marketing and psychology, you'll learn how to craft and implement your own successful engagement strategy.

Thousands of businesses and professionals worldwide have used these tools and techniques with outstanding outcomes.

12 on-demand episodes covering the core of the AEX Design methodology

Learn and develop your own engagement strategy

Completely flexible learning

A host of case studies to learn from

Strategy review and assessment

aeStranger certificate and badges

Who is this course for?

Anyone, from any background, education or otherwise can benefit from this course.

If you're starting out in marketing, gamification or business in general, then you will find tools and techniques that will help you out. And if you're already a few years into your career then this course has a great many case studies and exercises that will help you refine your expertise.
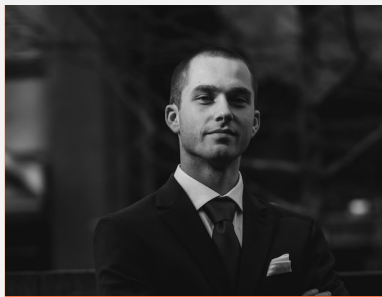
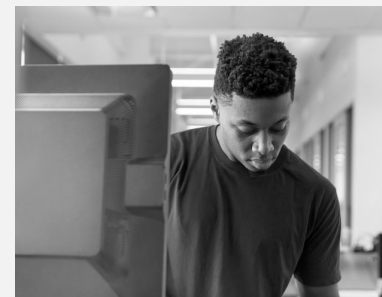## Marketing Professionals

Expand your marketing strategy skill set and output of your campaigns

Gamification Specialists

Refine and gain a better understanding for your gamification projects

Young Start-ups

Get the tools to build robust action plans and strong goals for your success

L&D, Execs & more

Anyone looking to expand their knowledge and increase their audience engagement

About aeStranger

aeStranger's Epic goal is to help businesses, organisations and institutions to increase engagement for their audience. And that both you and your audience come out of any experience with a net positive outcome. In other words, everyone has found value in it, enjoyed it, learned from it, and achieved their own personal win.

aeStranger's beginner course in Audience Engagement & Experience Design (AEX) will you the knowledge, tools and experience to develop your own engagement strategy.

Through the 12 on-demand episodes you will be taken through the fundamentals of business strategy, gamification, marketing and behavioural psychology so that you can succeed with any project you start or are currently engaged in.
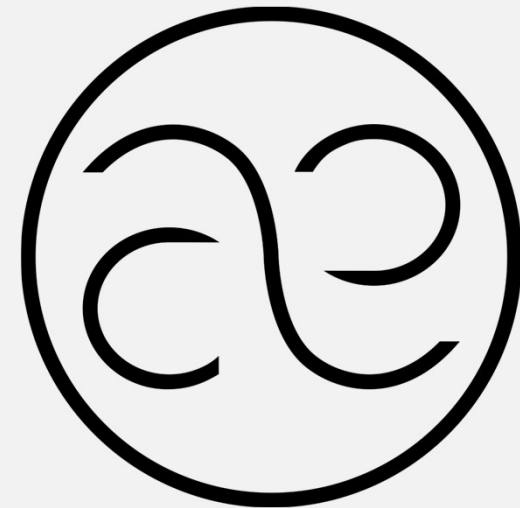
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Albert van der Meer

With over two decades' worth of experience in audience engagement and gamification, as well as co-authoring a book on gamification and marketing, Albert has a unique set of skills and knowledge that he shares in this course.

Albert's background is in film production, music videos, documentaries, short films and corporate films. Here he learned the basics of how to engage a broad audience with a lot of different tastes and prejudices. From there he went into live-action business simulations that were based on the film and tv world, engaging and helping marketing teams and management teams to get further in their respective professions. This led him to the world of gamification and eventually to the whole gambit of how to effectively engage all kinds of audiences

Albert has also co-authored a book with his good friend, Daniel Griffin. The book is titled '*Press Start – Using Gamification to Power-Up Your Marketing*' and was short-listed for the Business Book of the Year award in 2020.

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Synopsis

Welcome
Episode 0

Introduction to the course

Episode length: 10 mins
Study time: 30 mins

EPICQ Goals
Episode 1

Defining goals & goal alignment with you & your audience

Episode length: 13 mins
Study time: 2 hrs

TMRs
Episode 2

Breaking down goals into smaller targets, milestones & rewards

Episode length: 13 mins
Study time: 2 hrs

Case Study
Episode 3

Analysing a company using techniques from Episodes 1 & 2

Episode length: 12 mins
Study time: 2 hrs

The 3P's
Episode 4

How to spot & evaluate points of purpose, interest & pain

Episode length: 14 mins
Study time: 2 hrs

Case Study
Episode 5

Analysing a company using techniques from Episode 1, 2 & 4

Episode length: 9 mins
Study time: 2 hrs

FABELs
Episode 6

How to craft persona's & tribe before & after data is gathered

Episode length: 14 mins
Study time: 2 hrs

Experience Path
Episode 7

Crafting & developing your audience's experiential journey

Episode length: 12 mins
Study time: 2 hrs

Case Study
Episode 8

Analysing a company using techniques from Episode 6 & 7

Episode length: 10 mins
Study time: 2 hrs

Engagement Mechanics
Episode 9

Understanding & utilising mechanics, elements & trigger to engage audiences

Episode length: 14 mins
Study time: 2 hrs

Reflection & Metrics
Episode 10

How to reflect on your project & how to properly measure its success or failure

Episode length: 12 mins
Study time: 2 hrs

Finale – Case Study
Episode 11

Analysing & evaluating a company using all the techniques from the course

Episode length: 20 mins
Study time: 2 hrs

Episode 0

Welcome

Episode length: 10 mins | *Study time:* 30 mins

Effectively engaging your audience has always been important. But with their attention being grabbed by a thousand and one other things, it's never been more difficult. Understanding what your audience wants is the first step.

Engaging and understanding your audience is a challenge that can be overcome. Learning how other organisations have done it and what the techniques are that you need, is what will lay the foundation to you being successful.

Episode 1

EPICQ Goals

Episode length: 13 mins | *Study time:* 2 hrs

Knowing what your goals are, and what your audience's goals are is essential before getting started with any project. You must understand why and what your audience wants and needs from you if you are to be successful.

It sounds straightforward, but too many businesses falter here. Getting your goals right and knowing what your audience's goals are is the first step. And understanding what goal alignment is between you and your audience is the fundamental start to any good engagement strategy.

Episode 2

Targets, Milestones & Rewards

Episode length: 13 mins | *Study time:* 2 hrs

If EPICQ goals are the overarching objectives that you and your audience want to achieve, then TMRs are the steppingstones to how you get to those lofty plans and ideas

Targets, milestones and rewards are about evaluating what you want to achieve and breaking them down into manageable pieces. It's about you crafting a viable outline for your project and managing it well.

Episode 3

Case Study

Episode length: 12 mins | *Study time:* 2 hrs

Learning techniques and understanding the theory is only one aspect of knowing how to engage an audience. Seeing it put into practice and doing it yourself is the other side of the coin.

Each episode has its own case study example, but there are a handful of episodes that focus, specifically on a single company. These illustrate how the previous techniques can be utilised to analyse a business and understand how they use them to gain a new level of success for their businesses.

Episode 4

The 3Ps

Episode length: 14 mins | *Study time:* 2 hrs

The 3Ps stand for Points of Purpose, Points of Interest and Points of Pain. These are the touchpoints that get your audience to interact with, take action towards and overcome or drop-off within your provided experience.

The 3Ps offer a rough outline and structure to how you can build or improve the experience you give your audience. Creating an action plan as to where these various points appear in your experience is one of the first steps to getting a better level of engagement and retention in your audience.

Episode 5

Case Study

Episode length: 9 mins | *Study time:* 2 hrs

Having ever more examples of how companies use the techniques given only helps strengthen the learning of those tools.

Utilising the three concepts and techniques given so far, the case study episode provides how a successful business has implemented them and how you can think about introducing them to your own organisation.

Episode 6

FABELs

Episode length: 14 mins | *Study time:* 2 hrs

Engaging your audience is only effective if you know who, what and which audience you want to engage.

Crafting the right personas and targeting the right groups is one of the primary features of a strong engagement strategy. It is especially important to also know whom you don't want to target, as this often means the difference between wasted time and success.

Episode 7

The Experience Path

Episode length: 12 mins | *Study time:* 2 hrs

Now that you've defined your goals, touchpoints and action plan, next you to develop the journey your audience will take through the experience that you provide.

The experience path is the route your audience takes, how they interact with you and your organisation and how they make themselves seen and heard by you.

Episode 8

Case Study

Episode length: 10 mins | *Study time:* 2 hrs

Practice makes perfect, and practice cements knowledge and learning.

With the penultimate case study episode, we will be using the techniques from the previous two episodes to illustrate how a business specifically implemented them to accomplish its objectives.

Episode 9

Engagement Mechanics

Episode length: 14 mins | *Study time:* 2 hrs

This is where you learn to recognise and understand the delicate interplay of how mechanics, elements and triggers can be used to effectively engage a variety of audiences.

Here we need to consider how we use mechanics with our audiences and to use them correctly, and the correct amount. Engagement mechanics are not a magic wand, and quantity does not mean quality.
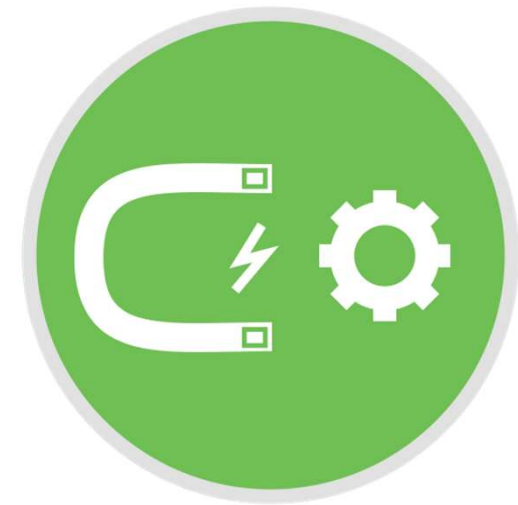
Episode 10

Reflection & Metrics

Episode length: 12 mins | *Study time:* 2 hrs

How has the project gone, was it a success or a failure? Being able to reflect and measure is a vital aspect of any strategy.

Knowing how to reflect on your project and asking the right questions is as important as any other point in the process. And correctly measuring the steps and outcomes is the only to truly know whether it was indeed successful or whether you need to try a different approach.

Episode 11

Finale – Case Study

Episode length: 20 mins | *Study time:* 2 hrs

The final case study is where we bring everything together from the entire course and analyse a business from start to finish using all seven techniques and tools.

Here we look at how a company has used an audience engagement strategy to achieve success and how you can learn from them and how you can ensure your own success with your organisation's renewed strategy.

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Course Program

The AEX Design Beginner Course is a self-paced online course. You have the flexibility to do this course at whatever speed you feel comfortable with.

With 12 on-demand episodes, a workbook as well as a variety of quests and homework, you can set the pace yourself as to how quickly or slowly you want to complete the course.
Our recommendation is that you try to do at least one episode per day and leave no more than a week between episodes. This way you can maintain your momentum and keep the knowledge fresh in your mind.
But that is all up to you, as you are the one in charge of your level of engagement.

Additionally, there is a type of assessment with this course. If you manage to go through all 12 episodes and complete the quests associated with each episode, you will be given the opportunity to send through your AEX Design strategy for review by Albert van der Meer.
But this final assessment is only possible for those that manage to complete the quests and gather all the items to unlock this final evaluation. So, good luck!

Community

As our audience grows, so too will the community and the knowledge and engagement that comes with it. And the best way to do this course is with others.

With an ever-growing number of people completing this, you will be joining an expanding cohort of individuals who desire and want to ensure that their businesses and audiences provide and receive that which has true value.
The best way to be a part of this community is by joining the Facebook group and saying hello.

Beyond that, you also have your own community that you should utilise. Discuss with your colleagues, friends and family, gain their points of view and make use of their knowledge and experience as well.

Unified story

The AEX Design methodology is based on several pillars, such as gamification, marketing, business strategy and psychology, each of these has its own processes and concepts. The AEX Design beginner course aims to unify these varying ideas into a single narrative and story, to simplify to a core concept that allows anyone, anywhere to easily understand.

Translating ideas

Having a set of techniques and tools is only one aspect, having a language that translates those into actionable plans and strategies is the next step. The course offers straightforward ideas and language that will allow you to best express your winning strategy for gaining and retaining a larger, more loyal, audience.

Consistent effort

Economies change, market trends change, and people's interest change.
But the basic needs and wants of wanting to achieve our goals, to feel emotions, and to satiate a desire will not change. Knowing this and that anything worth doing takes time and effort is what you will learn about crafting a robust and lasting audience engagement and experience design for your business.

Testimonials

"If you're looking for the best beginner course that covers concepts from marketing to gamification to business, then this is a must-have and must-do for you!"

- Anonymous manager

"What I learned in these episodes is genuinely priceless. I wish I'd had this kind of course when I was starting out!"
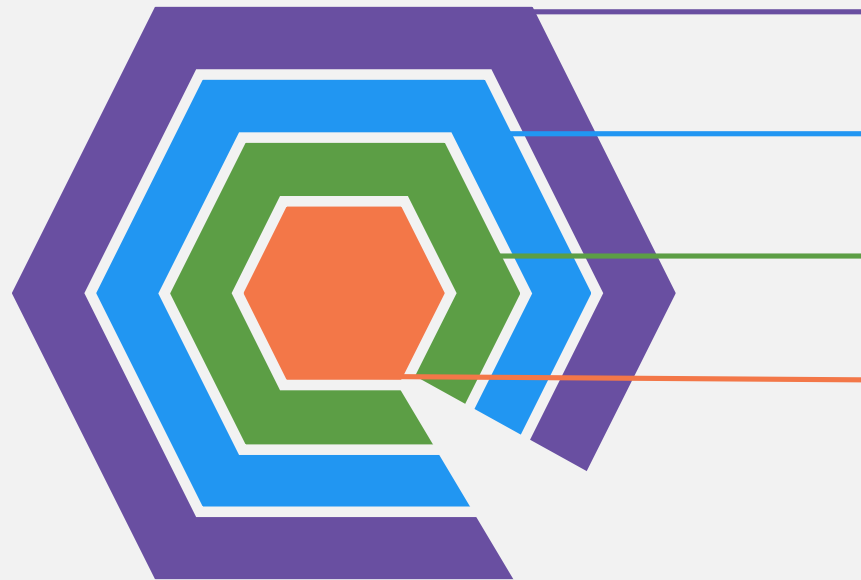
- Anonymous Start-up Founder

"I initially wasn't sure about this course, but in the end, I've made it mandatory for all new starters and juniors in our organisation."

- Anonymous Executive

Statistics

48%
Of audiences felt more motivated to engage

68%
More content was discovered and interacted with

81%
Felt more connected with the brand and business

150%+
Increase in audience engagement across every metric

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Contact

Would you like to get in touch with us?

Then do drop us a line. Albert will try to answer any enquiries within 24 hours of receiving your message.

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