



The World of Web3: Rethinking Brand Access, Ownership, and Community

Workshop Description

In a world where centralized control is giving way to decentralized ecosystems, Web3 is no longer a fringe concept—it's a transformative shift in how brands build trust, loyalty, and connection. From blockchain and NFTs to DAOs and tokenized experiences, Web3 technologies are redefining not only brand engagement but also the very nature of access, ownership, and community.

This workshop equips brand marketers with a foundational understanding of Web3's building blocks and their strategic implications. Participants will explore how emerging models of co-creation, value exchange, and participatory governance are making brand communities more empowered, transparent, and immersive than ever before.

Through real-world examples, interactive exercises, and future-forward frameworks, attendees will learn how to integrate Web3 principles into their brand strategy—whether through NFT-based loyalty programs, tokenized membership models, or decentralized communities with shared ownership. This session is designed for forward-thinking brand leaders ready to move from passive audience-building to active stakeholder engagement.

Key Take-aways

- A primer on Web3 essentials: blockchain, NFTs, DAOs, and tokenization—and what they mean for brand strategy
- Best-in-class case studies of how leading-edge brands are using Web3 to enhance loyalty, transparency, and participation
- A hands-on roadmap for integrating Web3 principles into your brand ecosystem, tailored to your brand's readiness and ambition

Who Should Attend?

Brand strategists, marketing leads, innovation teams, and digital transformation leaders interested in embedding authenticity, co-creation, and community into the future of their brand.

Format

3-4-hour workshop | Mix of expert insights, hands-on activities, peer collaboration, and real-world case examples.

Mitch Duckler: 312.451.2414 | mduckler@fullsurge.com | fullsurge.com