

Marketing Strategy – One Day Workshop Agenda

Course Director: Richard Mayer

Summary	Marketing Strategy – .Process, tools and applications to develop a winning marketing strategy
Programme	<p>09.00 – 09.30 Registration & coffee</p> <p>09.30 – 09.45 Introductions and Objectives</p> <p>09.45 – 11.00 Session 1 – The customer centric organisation</p> <ul style="list-style-type: none"> • Sourcing and using market and customer insight • Assessing our level of marketing capability <p>11.00 – 11.15 Break</p> <p>11.15 – 12.45 Session 2 – Alignment and integration</p> <ul style="list-style-type: none"> • Marketing strategy process and planning • Balancing stability with agility <p>12.45 – 13.30 Lunch</p> <p>13.30 – 15.00 Session 3 – Generating winning value propositions</p> <ul style="list-style-type: none"> • Evaluating the value proposition • From product and service to solution. - Are we a solutions company? <p>15.00 – 15.15 Break</p> <p>15.15 – 16.45 Session 4 – Demonstrating marketing’s value</p> <ul style="list-style-type: none"> • Value based marketing - Measuring ROMI • Lead generation to demand generation <p>16.45 – 17.00 Summary and Questions</p> <p>17.00 End of day</p>