

## Marketing Workshop Agenda

1. **Introductions, agenda and scope of the day** - 15 mins
2. **Definition and role of marketing.** How it adds value to the organisation - 20 mins
3. **Key trends in marketing** e.g. digital, mobile, CRM, personalisation, content marketing, push v pull, owned v earned media - 40 mins
4. **Strategic marketing planning** – how it relates to business planning, how marketing fits into strategic change (setting objectives, from / to framework, how insight is the bridge to behavioural change) - 30 mins
5. **Case study set up** - 15 mins
6. **Marketing operations** – typical marketing team structures and operational challenges e.g. collaboration with sales - 15 mins
7. **Marketing audits** – competitor analysis (value canvass / positioning map), external analysis (PESTEL) and SWOT. Case study exercise x 2 (positioning map and SWOT) - 60 mins
8. Lunch
9. **Marketing communications fundamentals** – media selection, strengths and weaknesses of traditional comms channels exercise - 60 mins
10. **Digital marketing fundamentals** – how Google search works, social media overview, mobile marketing tips. Case study exercise - 75 mins
11. **Measurement** – how to measure ROI, engagement and online sentiment. Case study exercise - 30 mins
12. **Wrap up** - 15 mins

gam start, 4.30pm finish. There will also be a mid-morning and mid-afternoon coffee break