



Marketing Strategy Workshop

PROGRAMME FRAMEWORK

Who should attend?

Brand or product managers, senior managers, marketing managers, strategic planners, entrepreneurs. Walk away with a clear understanding of how to manage marketing & product strategy.

Duration: 1 – 3-day

Date:

Time:

Venue:

Your Expert Facilitator

Ian Rheeder, CM (SA)

With abundant experience in both B2B and FMCG, *Ian Rheeder* is a registered Chartered Marketer who differentiates himself as a master of both Marketing and Business Strategy. Ian is a fulltime Marketing Consultant & Facilitator, spending much of his time facilitating Strategic Workshops with Clients. His Sales & Marketing management experience includes 30 international FMCG & B2B brands. Ian also regularly facilitates programmes at the Gordon Institute of Business Science (GIBS).



Introduction

Ever wished you had that “feel” for product strategy to comfortably lead your colleagues into the future with confidence. Product Managers are 100% responsible for the health of the brand, so cutting to the chase, this strategic workshop will remove years of future frustration and anxiety from your career. The practical programme is designed to logically and systematically lead managers through ‘cherry-picked’ marketing models, using your own company’s brands (SBUs or PMUs) as the case study during strategy sessions. Take the high ground and lead your colleagues *and* superiors through a joint-strategic-workshop when you’re back in the workplace. You may even need to do this to keep your job, the company afloat or to simply make target!

Objectives & Outcomes

- Rediscovering Marketing & Strategy
- Evaluating your current knowledge
- Introduction to the Marketing Plan
- Decide on your SBU for the strategy sessions
- ‘Strat-map’ exercises to analyse your present situation
- Discover how little you know about your biggest customer
- Set Qualitative & Quantitative Objectives
- Financial focus on superior Economic Value Add (EVA) and Return on Equity (ROE)
- Exercises to expose Key Issues hindering your SBU from achieving the set Objectives
- Exercises to plan a Marketing Strategy
- Positioning ‘gap’ exercise
- Drill-down exercises to expose your USPs, KSFs and SCAs, offering your SBU a point of relevant differentiation
- Drill-down broad strategy to tactical 8P and/or 4R specifics
- Set specific Individual goals
- Select ‘Official’ goals to achieve your SBU/PMU’s Core Purpose

*"You can either **take action** or you can hang back and hope for a miracle. Miracles are great, but they are so unpredictable."* Peter F. Drucker (1909-2005) Austrian-American economist

Contact: **Ian Rheeder**

Further Information: Phone: +27 (0)11 447 0271 | Website: www.markitects.co.za | Email: ian@markitects.co.za