

CREATING BREAKTHROUGH MARKETING PLANS THAT WORK!

A 2-day workshop for middle and senior executives to acquire superior skills & methods in preparing and writing implementable Marketing Plans

Tuesday & Wednesday
17th & 18th February 2015

Rydges Hotel
54 McLaren Street, NORTH SYDNEY

All too often, Marketing Plans are disappointing or unsatisfactory. Instead of being detailed roadmaps for achieving profitable sales, that engage everyone, they end up as:

- ✗ Historical performance reports, SWOT analyses, company position statements, or capability documents
- ✗ Ineffective, built upon generic templates that plagiarise another organisations' plans and adopt inappropriate or irrelevant headings, circumstances and perspectives.
- ✗ Spread sheets with unsubstantiated forecasts based on 'best guess' for the future or a blanket percentage increment of last year's figures.
- ✗ Summaries of media or promotional plans that are compiled to match expenditure of the anticipated financial-year budget, unconnected to logic, market conditions, real circumstances or likely outcomes.

BUT, a Marketing Plan is so much more!

This **2-day workshop** is designed for middle to senior management executives wanting to...

- ✓ Construct rational, logical and optimal business road maps that fit and thrill culture & purpose
- ✓ Learn how to draft succinct, workable, concise marketing plans to stimulate business growth and profitability,
- ✓ Create organisational alignment and engagement, undermine secret agendas siloing and politics,
- ✓ Avoid inefficiencies in implementation,
- ✓ Introduce efficiencies that cascade down throughout the organisation.
- ✓ Concisely build Marketing Plans that ensure easy, efficient and successful implementation of marketing strategies.

WHO SHOULD ATTEND:

- ✓ CMO's, Marketing Directors, National Marketing Managers, anyone responsible for Marketing Planning & Strategy
- ✓ Strategic Planning executives, Corporate Strategy specialists, Marketing Planners, Corporate Planners
- ✓ Marketing Management consultants, Operational Marketing Planning Trainers, Business Planning advisors
- ✓ Business Unit Managers, Corporate Middle executives being mentored to senior leadership positions.
- ✓ Non-marketing trained senior executives wanting to leapfrog to advanced understanding in strategic marketing
- ✓ Academically strong marketing specialists wanting to bridge the disciplines of academia with commercial practice
- ✓ Brand Managers, Product Management, Marketing Communications Managers, Pricing Strategists, Distribution Managers, New Product Development Managers, CFO's, and Senior Group & Account Managers of advertising and Marketing agencies.

This is the absolute 'must-attend' workshop **for all managerial and marketing executives** who have formal or informal contribution to marketing, management, strategy and sales implementation.

Attending participants will graduate with the tools necessary to **deliver impressive marketing plans** that are likely to **generate winning marketing tactics**, and coordinated and synergistic actions that will **secure breakthrough sales** and profit outcomes.

SKILLS YOU WILL GAIN:

Acquire the knowledge and skills to:

- ✓ Develop Marketing Plans that stimulate business growth and profitability
- ✓ Draft a road map with maximum ROI and organizational approval
- ✓ Create an instructional manual for the company to achieve its goals
- ✓ Integrate the Marketing Plan into the rest of the organization to ensure team play
- ✓ Undermine 'politics', manage informal power plays, engage & align culture, undermine secret agendas and more...

YOU WILL LEARN:

- ✓ The Marketing Planning approach taught in an MBA, plus...
- ✓ The Marketing Planning methods used by some leading global corporations
- ✓ To throw off the yoke of Operational marketing planning and how to begin Marketing Planning strategically
- ✓ How to be twice the Marketing expert you are now

WORKSHOP AGENDA

Tuesday | 17th February, 2015

Scientific Perspectives in Strategy for Executives Responsible for Conceiving, Writing & Optimising Your Organisation's Marketing Plans

Session 1 – Introduction

- Facilitator and participant introductions
- Agenda Overview, learning objectives, expectations, terminology

Session 2: 21st Century Understanding of Marketing:

- Globally accepted Truths & Realities
- The Hierarchies of Marketing - Strategic Marketing vs. Operational Marketing – Balance & control
- The 8P's of Marketing
- Modern Understanding of the Parameters of Strategic Planning: Definitions, beliefs, common problems.
- Misconceptions, limitations & practical approaches to Marketing Planning, implications of leadership & how to build a plan in imperfect circumstances.
- How to write the best possible marketing plan with the resources
- The REAL Purpose of a Marketing Plan
- How to write a riveting marketing plan
- 20 pages or 200? – what to include – what not - how to manage lengthy analysis & explanation

GROUP EXERCISE::

Uses & Derivations of Marketing Plans – Purpose Identification and Methods of Metamorphosis

Session 2 – Identifying the Starting Point – Where are you now?

- The Most Powerful Tool of all Marketing Activity & How to Harness it
- Development of a road map with 'grunt' – Maximum ROI and organisational approval
- Innovation, Market Share, Brand Equity & Buyer Readiness,
- Industry Attractiveness, Life Cycle, Nexus of Marketing

Session 3 – Where do we want to be & How to create Focussed Marketing Plans that garner Universal Support

- How to get approval, endorsement & support all the way from the top
- PEER-SMART: Marketing Planning to ensure "go-to-whoa" outcomes are universally supported
- Balancing Brute Force with Street Cunning – Muscle vs The Mind (Emotion & Intelligence)
- Creating parameters to get the Marketing Plan implemented and working

CASE STUDIES IN FMCG & NFP::

Bush's Pet Foods, Itouchmyself.org

Session 4 – Weaving Straw into Gold: How to Get there: Strategy vs. Actions vs. Tactics

- Understanding the metrics and tips and tricks to avoid common sticking points: – Building the Real Thing from the blue print drawings
- Correction of jargon
- Delegation of responsibilities
- Development of budgets based upon outcomes – The ideal proportion of Sales should be spent on Marketing
- Accurate forecasting - Accounting for Macro and Micro economic factors
- Contingency planning – Planning for unexpected and unlikely surprises – Good and Bad
- Sensitivity Analysis: Critical Issues
- Breakeven Analysis
- Market Development Index
- Balance for Product Portfolio
- Creating the working part of the plan – The instruction manual – The Marketing Action Program

Wednesday | 18th February, 2015

Mastering Practical Preparation for Conceiving, Writing & Optimising Marketing Plans

Session 1 – Feedback Monitoring & Control: The Secret of Winning Marketing Planning

- Net Market Contribution & other Accountability measures for success measurement
- Safety rails, & risk management, disaster prevention and pressure relief
- Keeping things on track

Session 2 - GROUP & INDIVIDUAL EXERCISE: Using the Marketing Planning Workbook – Discovering the facts to support a Knockout Marketing Plan

- Collation and aggregation of facts, figures and findings
- Sorting information – making it meaningful & relevant
- Sorting round pegs from square pegs – making it 'fit'
- Identifying intimate understanding of attractive segments

Session 3 – Session 3 - GROUP & INDIVIDUAL EXERCISE: Using the Marketing Planning Workbook – (continued)

Session 4 – Training In Better Implementation

- Marketing Communications & the 4 Faces of Marketing
 - Writing a Market Research Brief
 - Writing an Advertising Brief
- Wrap up and feedback

GIVEAWAYS & BONUSES::

- The Marketing Planning Workbook (.xls)
- A Market Research briefing form (.pdf)
- An Advertising briefing form (.pdf)
- A sample Corporate Marketing Plan (.pdf)
- An Marketing Plan Framework Template(.doc)
- A Category Review Template suitable for FMCG (.ppt)

WORKSHOP PRESENTER

LEIGH COWAN

1985 AFAMI

Bachelor of Commerce (Marketing) UNSW 1974-1987

Post Graduate Diploma in Strategic Planning – London City University 1990

CEO & Director of Market Planning & Strategy, Launch Engineering Pty Ltd (AUSTRALIA)

Author, “The Four Faces of Marketing - The Missing Link between Marketing & Management” BookBoon, 2014

Leigh spent 13 years studying part-time at Australia’s leading marketing school, the University of NSW, where he undertook more face-to-face specialist marketing study than a PhD. During that time he rose to national fame in FMCG marketing, and again in marketing management, being featured on Current Affairs TV, metropolitan newspapers and marketing trade publications.

He was offered his first lecturing role (in mass media) while still an undergraduate.

Brands Leigh has participated in launching and making a success include Gatorade, My Dog, Cepacol, Mersyndol, Selsun Blue, Nutella, Gerber and Bush’s Pet Foods... to name a few. He has prepared marketing plans for 3M, CSR, Colly Cotton, AGL, TNT, King Gee, Federal Publishing, the AMA and consulted to global marketers such as P&G, Unilever, Mars & Nestle.

In 1985 the Australian marketing industry recognised Leigh’s profound efforts with accreditation as an Associate Fellow to the Australian Marketing Institute. B&T magazine selected Leigh for its inaugural “Marketing Profile” in 1991.

The travel bug lured Leigh to the UK where he revolutionised an ailing pet food company, increasing its market share 6-fold in under 18 months, knocking the mighty Mars Corporation (Pedigree Pet foods) on its backside. He found time to complete a Graduate Diploma in Strategic Planning while in the UK.

Leigh returned to Australia and again took up a role as Marketing Head of a pet food company, again crippling Mars by stealing 12% of market share in a single test launch in just three months!

As a consultant he has helped companies grow sales by 50% in one year, successfully launch products that may have never found success on their own, and saved business leaders from disastrous choices in corporate strategy. He has also found time to teach undergraduates (part-time) at his old Alma Mater, as well as MBA students at Sydney’s UTS where he taught (part-time and between clients) both graduates and undergraduates between 2003 until 2009.

Originator of “The Law of Diminishing Brand Loyalty”, and “The Hierarchies of Marketing”, Leigh is a free-thinker in commercial marketing management and a highly sought after expert. His flexibility and ‘can-do’, positive approach to business problems are regarded as extra-ordinary, as are his polished and profound marketing skills.

Most recently he has helped expand global distribution for a FMCG brand, developed pre-launch product development with an innovation in high density property management, worked on a successful IPO for a mining investment company and executed pre-launch appraisals in hardware and industrial markets.

Leigh is an entertaining and passionate presenter. He speaks regularly to audiences that include the FMCG Summit held at Macquarie Graduate School of Marketing and has facilitated Marketing Planning & Strategy, Product Launch training and Strategic Marketing Management courses to large international companies, and individual industry associations.

Training Schedule: (Subject to nominal change)

8.30am - Registration | 9.00am - Training Begins | 10.30am - Morning Break | 11.00am - Training Resumes | 12.30pm - Networking Lunch | 2.00pm - Training Resumes | 3.30pm - Afternoon Break | 4.00pm - Training Resumes | 5.00pm - End of Training

COURSE INCLUDES::

MORNING TEA, AFTERNOON TEA & FULL BUFFET LUNCH (no alcohol)
COURSE FOLDER WITH HARD COPY PRESENTATION
USB THUMB DRIVE CONTAINING ALL SOFTCOPY VERSIONS OF COURSE MATERIALS

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REGISTRATION

PLEASE COMPLETE

and send:-

Workshops Administration

EMAIL: launch@launchengineering.com

INVESTMENT

- o Early Bird (before 24 December, 2014)
– \$1,200 per delegate
- o Regular – \$1,350 per delegate

PAYMENT METHOD

- o By cheque to: LAUNCH ENGINEERING PTY LTD
P.O. Box 7, Cremorne NSW 2090
- o By direct bank transfer
Bank name: Westpac NEUTRAL BAY NSW 2089
Bank account no.: 220934 BSB: 032 197
ABN: 89 017 032 280
- o Online, by PayPal or Credit card, go to:
www.launchengineering.com/MarketingPlanningWorkshop.htm

**Official receipts will be issued upon receipt of payment.

HOTEL INFORMATION

Rydges Hotel - North Sydney
54 McLaren Street, North Sydney NSW 2060
T: +61 2 9922 1311

The workshop fee does not include hotel accommodation or parking.
For assistance with a special rate on hotel reservation or *parking,
please call Rydges on +61 2 9922 1311 or email
reservations_northsydney@rydges.com

* Parking rate will be \$25 for the whole day.

CANCELLATION & SUBSTITUTIONS

Substitutions are welcomed. Please notify us at least one week before the event. Cancellations must be in writing at least 14 working days before date of event (29 Jan 2015) either by email. A 10% service fee will apply. Regrettably, there will be no refund for cancellations received after the aforementioned date. This will also apply to delegates who are unable to attend on the day. However, substitute delegates are welcomed.

INDEMNITY

Launch Engineering Pty Ltd reserves the right to make any changes or amendments to the programme for reasons beyond its control.

DELEGATE INFORMATION

Delegate 1 Name (Mr/Ms/Mrs/Dr): _____

Job Title: _____

Department: _____

Email: _____

Delegate 2 Name (Mr/Ms/Mrs/Dr): _____

Job Title: _____

Department: _____

Email: _____

COMPANY INFORMATION

Company Name: _____

Street Address: _____

City: _____ Postcode: _____

T: _____ web page: _____

Nature of Business _____

CONTACT PERSON INFORMATION

Name (Mr/Ms/Mrs/Dr): _____

Job Title: _____

Department: _____

Email: _____

T: _____

AUTHORISER INFORMATION

Name (Mr/Ms/Mrs/Dr): _____

Job Title: _____

Department: _____

Email: _____

T: _____

Date: _____

Please email launch@launchengineering.com if you are interested in any of our other 2015 workshops:

1. New Product Development & Launch – how to succeed EVERY time
2. Customised Social Media Marketing and Management
3. Customer Analysis that identifies hidden profit opportunities
4. Quality Market Research – Insights worth their weight in gold