



## Marketing for Success

### Create a Marketing Plan in a Day

Tuesday 30<sup>th</sup> April 2013

9.30am – 4.30pm

The Green House Hotel, 4 Grove Road, Bournemouth BH1 3AX

### Workshop Outline

- |       |   |
|-------|---|
| 9.30  | <b>Welcome, coffee/tea &amp; pastries</b>   |
| 10.00 | <b>Introductions, outline for the day</b>   |
|       | <b>The Market Place</b>   |
|       | What's your offer? Pitch your product/service as it is now. Sell it to us!                                    |
| 10.30 | <b>Marketing? What are we talking about?</b>  |
|       | Marketing principles; what it means to your business: anticipating, identifying and satisfying customer needs |
| 11.15 | <b>Break</b>  |
| 11.30 | <b>Your Plan</b>  |
|       | Tools; analysis; products; competition and potential partners; planning your next move                        |
| 11.45 | <b>Reviewing your business, drafting your Plan</b>  |
| 12.45 | <b>Presenting your Plan</b>   |
| 1.00  | <b>Group feedback</b>   |
| 1.15  | <b>Lunch</b>  |



- 2.00**                    **What's your offer?**  
What are you really selling? Where is your product/service in the current market?
- 2.30**                    **Who and where are your customers?**  
Fresh insights, new opportunities, different perspectives
- 2.45**                    **Break**
- 3.00**                    **What is the *real* cost to your business?**  
Realistic planning: uncover the hidden costs in terms of time and resources
- 3.15**                    **Reach for the stars**  
Sell it to the world! Tools for promotion and advertising: a launchpad for your business
- 4.00**                    **Revised pitches; feedback and next steps**
- 4.30**                    **CLOSE**

