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A Practical Guide to Marketing in 2019

2-Day Training Course:

The perfect refresher for marketing decision-makers who want to stay ahead of the changing marketing landscape

25 - 26 March 2019 **Sydney**



Key Learning Objectives

- World class approaches to pricing 'right'
- Distribution and channel management decision making
- Pros and Cons of multiple branding
- Making market research pay and pay and pay
- How to out-market without over spending
- Making the right call on new product development
- Better marketing planning
- Capitalising on digital communications
- Channel selection and decisions
- Garnering support from colleagues and stakeholders
- Findings right strategies according to circumstances beyond your control
- Optimising the marketing mix



Leigh Cowan

With over 30 years of working experience, Leigh Cowan is the Managing Director of Launch Engineering Pty Ltd, brings a vast range of experience and lateral thinking to benefit his clients. Originator of "The Law of Diminishing Brand Loyalty", Leigh is a freethinker in commercial marketing management and a highly sought after expert.

www.informa.com.au/practicalmarketingguide

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ABOUT THE COURSE

Philip Kotler once said, "Marketing takes a day to learn, and a lifetime to master", but this intensive 2-day workshop, suitable for B2C and B2B marketers, will empower attendees with the key initiatives, models and issues to produce creative and profit-maximising strategies and tactics, in the both the short term and the long run. Delegates will complete the workshop with a wealth of knowledge in marketing management for coping with ever-changing market conditions and for optimal business and marketing decisions.

WHO WILL BENEFIT

- This commercially advanced course is relevant for ALL those who have dealings with marketing strategy and planning in the course of their work.
- The course assumes at least three years' experience in a marketing capacity, and some rudimentary exposure to business management, control & reporting.
- It is ideal for self-taught marketers who want to expand their understanding of marketing knowledge, insights, perspectives and ability to explain successes from their own experience.
- Also VERY relevant to those who studied marketing full-time before commencing work and want to brush up on models with strong practical focus and application.
- MBAs wanting to plug in the key components of their studies to specific problems in their specific industry, company, or category.

EXPERT COURSE INSTRUCTOR



Leigh Cowan

With over 30 years of working experience, Leigh Cowan, B. Commerce – Marketing (UNSW); Grad. Dip Strategic Planning (London City University), is the Managing Director of Launch Engineering Pty Ltd, brings a vast range of experience and lateral thinking to benefit his clients. Originator of "The Law of Diminishing Brand Loyalty", Leigh is a freethinker in commercial marketing management and a highly sought after expert. He presents his theories and conducts marketing training workshops both across Australia and internationally.

Leigh has had Marketing papers published, taught Fundamentals of Marketing to undergraduates at the University of NSW, Marketing Management at the UTS Graduate School of Business in Sydney and subjects as diverse as Marketing Communications, Consumer Behaviour and Strategic Marketing Planning and Strategy.

As a consultant over the past 20 years, he has helped companies grow sales by as much as 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. Over the decades, Leigh has had profound marketing management and product launch success in Finance, FMCG, IT industry, Government and Professional Services. During a stint in the UK, he helped an FMCG company increase its market share 6-fold in under 18 months, knocking the mighty Mars Corporation on its backside.

Leigh is currently the Managing Director of Launch Engineering that specialises in new product development and launch, prelaunch and on-going marketing planning and strategy. He owns a proprietary system for pre-launch assessment of product launch that has always successfully predicted the outcome of a product launch services.

List of companies that have benefited from Cowan's expertise:

- ING
- Morgan & Banks
- Telstra
- Westpac
- Maybank
- Allied Bank
- CIMB Bank
- DBS Bank
- Bank of Ceylo
- Nestle
- Unilever
- Nutella
- Abbot
- AM Bank
- Bank Islam Brunei Darussalam
- Johnson&Johnson
- Marion Merrell Dow
- United Overseas Bank Malaysia
- NDB Bank
- Union Bank of Philippines
- Muang Thai Insurance
- AVCO Financial Services
- Proctor & Gamble
- Colgate
- VietinBank
- Sara Lee

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2-Day Intensive Course Outline

DAY 1

Session 1: Introduction

- Meet & Greet
- Learning Goals
- Overview of the workshop
- Discussing goals, assumptions, expectations and ground rules
- Definitions, Perspectives & Basic Concepts.

GROUP EXERCISE: *Expectations*

Session 2: The Science & Keys for Perfect Pricing

- Price Perception
- Price and how it effects buying decisions.
- Path to purchase and buyer behaviour.

GROUP EXERCISE: *Type classification and anticipated response*

LUNCH

Session 3: People & Processes

- Fast track successful marketing, customer experience and more
- How to improve NPS (Net Promotor Score) without spending more
- Potent WOM and easier sales with minor process improvement
- How HR synchronises with Marketing

Session 4: Market Research & Segmentation

- Market Segmentation & perspective
- Psychographics, Behaviour & the Demographic Trap
- Differentiation & how to use (and abuse) it
- Qualitative research vs. quantitative research

GROUP EXERCISE: *Justifying a Research investment*

An MBA with 22 years' experience said of this course content, "Brilliant – after 22 years I now know what I do for a living!"

DAY 2

Session 5: Product Management, Portfolio & Strategic NPD (New Product Development)

- Understanding applied Product Analysis.
- NPD Options
- Branding for STP optimisation
- PR, ORM (Organisation Reputation Management) & Ethics

GROUP EXERCISE: *Changing Perceptual Positioning Limitations of advertising, latitude of acceptance, brand equity considerations*

Session 6: Marketing Communications

- B2C vs B2B
- Buyer Adoption
- Buyer Readiness
- Promotional Mix
- How Digital Fits
- Managing "Politics"
- Consumer Pull vs Trade Push considerations?
- Blue ocean strategies using pricing tactics

LUNCH

Session 7: Working With the Organisation: Macro, Micro & Leadership Issues

- Where are you now?
- Where do you want to be?
- How are you going to get there?
- Feedback, controls & measurement?

Session 8: Building Corporate Immortality

- Importance of Competitive Analysis and Competitive Intelligence
- Guidelines for Pricing Leadership
- Realities of Initiating Change and Direction with Pricing.
- Inspiration from "the Greats" & where to go from here..

Would You Like To Run This Course On-Site?

Informa Corporate Learning: On-site & Customised Training

If you have **8+** interested people, an onsite course can be an ideal solution. Speak with **Anton Long** or **Holly Baldwin** on +61 (02) 9080 4454 to discuss your customised learning solution, or email training@informa.com.au

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Easy Ways to Register

1 Web
www.informa.com.au/practicalmarketingguide

2 Telephone
+61 (02) 9080 4028

3 Email
training@informa.com.au

Stay Connected



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	Location	Course Dates	Super Early Bird price valid until 15 Feb 19		Early Bird price valid until 5 Mar 19		Standard price valid after 5 Mar 19		4+ Dels Discount	
P19GC23SY	Sydney	25-26 Mar 19	\$2,095 + \$209.50 GST	\$2,304.50	\$2,295 + \$229.50 GST	\$2,524.50	\$2,395 + \$239.50 GST	\$2,634.50	\$1,836 + \$183.60 GST	\$2,019.60

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Informa Corporate Learning – On-site & Customised Training

Informa Corporate Learning has a long-standing track record of delivering very successful customised learning solutions achieving real and measurable value for our clients through our senior training consultants.

If you have 8+ interested people, an on-site course can be the ideal solution – giving you the opportunity to customise our course content to your specific training needs, as well as attracting significant savings compared to public course costs.

Why Choose On-site With Informa Corporate Learning?

- 1. Custom design** – Together, we will identify the best blended learning solution for your culture, your people and your training objectives.
- 2. Quality assured** – We design market-leading training programs, concepts and methodologies, with a 400+ course portfolio. Our rigorously selected 900+ instructor faculty are recognised experts in their field. Quality of their content and delivery methods is assured through continuous monitoring and evolution.
- 3. On-site training** is a cost effective way to train your people and achieve your defined outcomes.

Our Long Standing Clients Include:

Ambulance Victoria, BHP, Department of Planning, Transport & Infrastructure, SA, Origin Energy, Electricity Generating Authority of Thailand (EGAT), ActewAGL, Ajilon, Arrow Energy, Barrick, Chevron Australia, Coffey International, ConocoPhillips, Dalrymple Bay Coal Terminal, Department of Education, ENI Australia, Fortescue Metals Group, IBM, Jemena, Office of the National Rail Safety Regulator, Pacific National, PT Freeport, Public Transport Authority – WA, QGC – BG Group, Rio Tinto, UBS, Woodside, IP Australia, ANU, Health Purchasing Victoria, Telstra, Queensland Rail, EY, Litmus Group and more...

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