

	AIMS: Advanced Industrial Marketing Strategy	Strategic Marketing Programme	Leading the Effective Sales Force	Leading Digital Marketing Strategy	
Participant profile	<ul style="list-style-type: none"> <li>Seasoned executives who already have marketing management experience and who work for corporations engaged in marketing and sales to other companies and institutions</li> <li>Senior general managers who need to understand strategic B2B marketing in order to work effectively with their own marketing specialists, and senior managers from other disciplines who have recently gained B2B responsibilities</li> </ul>	<ul style="list-style-type: none"> <li>Marketing executives who want to hone and update their experience</li> <li>Non-marketing executives who have recently taken up marketing responsibilities or who regularly interact with the marketing function, and want to build their marketing skills</li> <li>Participants come from a variety of industries with an emphasis on end-user/consumer marketing</li> </ul>	<ul style="list-style-type: none"> <li>Senior executives responsible for business development strategies and planning in either local or international markets</li> <li>Typically participants will spend over half their time managing sales force issues</li> </ul>	<ul style="list-style-type: none"> <li>Executives and senior managers from all business areas who wish to develop a strategic understanding of digital marketing and how to develop a roadmap for digital business transformation in their organisations</li> <li>Executives seeking to develop new sustainable business models, manage change and extract value out of changing markets in a digital world</li> <li>Executives aiming to lead digital initiatives in their company or industry</li> </ul>	Participant profile
Programme content	<ul style="list-style-type: none"> <li>A thorough look at the many and varied issues today's marketing executives must consider to be successful in the complex and rapidly changing B2B environment</li> <li>Strategic challenges unique to B2B marketing, such as forming strategic alliances and strategic pricing, together with universal marketing challenges set within a B2B context</li> <li>Extensive hands-on experience of implementing marketing tools and concepts in the specially created INDUSTRAT simulation</li> </ul>	<ul style="list-style-type: none"> <li>Key strategic elements of the marketing process in today's interconnected global business environments: design, organisation, execution and evaluation of activities</li> <li>A framework for organising the marketing process across multiple country markets, including market selection and entry mode decisions, as well as trade-offs between international standardisation versus adaptation to individual country markets</li> <li>How to address new marketing challenges, such as low-price competition and market commoditisation</li> <li>The latest scientific approaches to viral marketing and future trends in social media</li> </ul>	<ul style="list-style-type: none"> <li>Optimising performance of the sales force through key account management, compensation strategies, resource allocation and the implementation of control systems</li> <li>Making better business decisions through the understanding of judgemental biases and correction remedies</li> <li>Development of an individual 100-day action plan to deliver immediate impact to the organisation</li> </ul>	<ul style="list-style-type: none"> <li>Megatrends that disrupt your markets</li> <li>The impact of digital on the competitive landscape</li> <li>Social media strategy as a commercial driver</li> <li>Making better business decisions through online research and 'big data'</li> <li>Content creation, curation and dissemination for brand building</li> </ul>	Programme content
Key benefits	<ul style="list-style-type: none"> <li>Gain insight into the management of your product portfolio</li> <li>Improve your customer and supplier relationships based on strategic segmentation of marketing actions</li> <li>Benchmark with others who face similar challenges and apply strategic industrial/B2B marketing concepts and tools in a no-risk environment</li> </ul>	<ul style="list-style-type: none"> <li>Understand the marketing process and learn how to create a marketing plan</li> <li>Develop a brand strategy and positioning – including communication, social media, pricing and distribution strategies</li> <li>Explore the implications of serving multiple markets, the opportunities from the emergence of new markets and the threats from overseas entrants into home markets</li> </ul>	<ul style="list-style-type: none"> <li>Gain the skills necessary to make the sales force a key source of sustainable competitive advantage</li> <li>Comprehensive approaches to motivate and compensate the sales force</li> <li>Skills to manage a dynamic sales force in the face of increasing product, consumer and market complexity</li> </ul>	<ul style="list-style-type: none"> <li>Recognise digital megatrends and best practices</li> <li>Enhance operations through digitisation to foster brand-creation or brand-building in the digital world</li> <li>Develop a digital, content-driven strategy that enables stronger engagement with customers and creates outstanding customer experiences</li> <li>Understand the new rules of competition as well as today's customers and their evolving needs and expectations</li> <li>Learn how to leverage data and how to measure the success of digital marketing in terms of brand awareness, association, engagement and ROI</li> </ul>	Key benefits
Length	— 5 days	— 5 days	— 5 days	— 3 days	Length
Location	<ul style="list-style-type: none"> <li>Fontainebleau</li> <li>Singapore</li> </ul>	— Fontainebleau	<ul style="list-style-type: none"> <li>Fontainebleau</li> <li>Philadelphia</li> <li>Singapore</li> </ul>	— Fontainebleau	Location