

Participant profile	Strategic Marketing Programme	Leading the Effective Sales Force	Leading Digital Marketing Strategy	Participant profile
Participant profile	<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>— 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>— 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	— 3 days	Length
Location	— Fontainebleau	<ul style="list-style-type: none"> <li>— Fontainebleau</li> <li>— Philadelphia</li> <li>— Singapore</li> </ul>	— Fontainebleau	Location