

Marketing Working Lunch

Date of Event 22/07/2010

Having carried out research which shows that small and medium-sized firms struggle with business development, finditinsandwell is launching the 'Marketing Working Lunch'.

We want you to burst your way out of the recession with a new or revised approach to business development!

These monthly interactive seminars will address different marketing-cum-business-development topics, allowing attendees to learn from one another as well as from the presenters. Support materials will be provided, along with the opportunity to book one-to-one meetings with a marketing specialist.

Format for sessions:

12pm: Arrive and network

12:15pm Buffet lunch taken to work tables

12:30pm Seminar

2pm Debate session to help relate the topic to attendees' specific business challenges

2:30pm Networking and/or attending a one-to-one.

Here is the timetable for all the sessions:

Thursday 4 February	Overview of the training - an entertaining launch event delivered by Nelson Training
Thursday 4 March	What is your product proposition and what are you doing to ensure it contains a unique selling point (USP)?
Thursday 1 April	Who is interested in buying your product or service and why?
Thursday 13 May	Who or what is your competition - and what are you doing about it?
Thursday 10 June*	What is a pricing strategy and why do you need one?
Thursday 22 July	Ways to promote your business - how do you determine what will give you the best return?
Thursday 9 September*	Putting together a meaningful plan which sets and reviews targets to confirm development success
Thursday 7 October*	The basics of internet marketing and what is important for your business
Thursday 4 November*	Using CRM** to manage your prospects and customer base, and maximise business opportunities.
Thursday 6 January	Social networking
Thursday 3 February	Protecting your ideas, designs and brands through correct use of patents, copyright and design registration

*Provisional dates, to be confirmed. **CRM = customer relationship management.

This session looks at ways to promote your business.

Most companies engage in marketing-cum-sales communication initiatives of some kind in an attempt to find new customers. Unfortunately, many fail to guide customers logically through the purchasing decision that will ultimately result in a sale or success.

This programme helps you find a winning marketing-cum-sales promotional formula for your business.

All sessions will be facilitated by Chartered Marketer Sammy Rose, MBA, MCIM. Sammy will present the first six topics; internet specialists IceBlue will present the October session, and an IT specialist will deliver the November seminar.

When? Thursday 22 July, 12 - 2:30pm

Where? Sandwell Council House, Freeth Street, Oldbury B69 3DR

How much does it cost? If your business is based in Sandwell or you live in Sandwell, you qualify for a massive discount: the course fee for you is just £20 per session. For everyone else the cost is £50 per person. (All prices are subject to VAT.)

How do I sign up? You can book this individual session using the links below. To book two or more, it's best to download the booking form in the attached PDF.

[Download attached PDF](#)

Event Cost: £20.00

Everyone will be charged the event cost to attend this Event