

the marketors





Workshop Overview

This workshop outlines how to plan, coordinate and integrate the tools of communication to meet clearly defined objectives. You will learn how to manage the communications process, develop and deliver the right propositions to stakeholders inside and outside your organization and construct a credible marketing communications plan.



Benefits

By the end of the workshop you will learn how to manage marketing communications in a structured, strategic way, so that you don't waste budget. You will feel confident enough to take control of the marketing communications process and be more assertive in directing communications.

Outcomes & Content

- ✓ Marketing communications audit
- ✓ Audit SWOT
- ✓ Create a marketing communications plan
- ✓ Set clear objectives
- ✓ Develop strategy
- ✓ Identify stakeholders
- ✓ Select communication methods
- ✓ Measure and optimise



Who should attend ?

The programme is for marketing communications managers, marketing managers and product managers who need to deploy a structured and coordinated approach to their marketing communications. It is also relevant to aspiring marketing or communications managers.



ABOUT US

The Marketors are the training arm of the POLARIS group providing organisations with a global network of thought leaders, trainers and subject matter experts who spearhead excellence across the marketing profession.

Our vision is to revolutionise the way in which marketing and sales training is delivered, received and used, in order to create actionable insights, personal development and drive business growth.

We aim to raise capability and empower individuals and businesses to improve their performance, return on investments and economic growth.



100

Countries



50

languages



250

Trainers



180

Courses





RAISING CAPABILITIES

Working with The Marketors gives you exposure to the best-practice techniques that have been tried and tested across some of the world's largest brands. All of the training we design and deliver is shaped by insights, has a practical focus, and has the aim of raising capabilities and creating a positive and transformational impact.

We build world-class performance through our customised and bespoke solutions which are driven entirely by business needs. Our global reach, extensive knowledge and vast experience ensures that no matter what the business issue, we can be relied upon to improve your marketing, communications and sales capabilities.



Global Reach

Flexible and diverse trainer pool



People Transformation

Behavioural change experts



Business Impact

Propelling people's performance

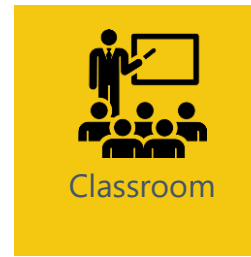
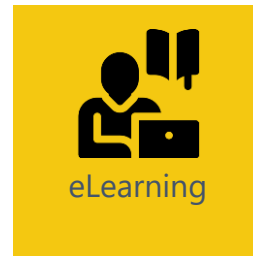
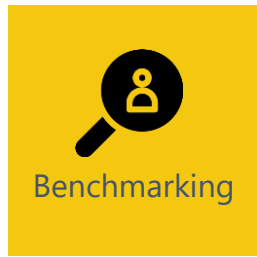


Bespoke Solutions

Made to measure learning.

OUR APPROACH

We work with organisations all over the world to help them raise their capability in sales and marketing to support and drive their business strategy. Positive and transformational impact is at the heart of our offerings and our approach is consultative, solution oriented and focused upon measurable results for the individual and organisation. We act as your learning partner by bringing together some of the world's leading companies, marketing experts, consultants and trainers.



SOSTAC®

Smart
Insights

The Marketing &
Leadership Academy
Aspire to Inspire

CS Circus Street™



WHY WORK WITH US?

- We work with organisations all over the world to help them raise their capability in marketing to support and drive their business strategy.
 - We act as your learning partner by bringing together some of the worlds leading marketing experts, consultants and trainers.
 - We draw on the their expertise to build transformational learning programmes to propel every area of your business, meeting the needs of your employees and achieving the businesses strategic aims.
 - Positive and transformational Impact is at the heart of our offerings and our approach is consultative, solution orientated and focussed upon measurable results for the individual and organisation.
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