

Workshop Overview – Effective Marketing Planning

9.30am	REGISTRATION, TEAS & COFFEES
9.45am	Introduction Workshop Overview, Permissions and Objectives
10.00am	The Value Chain The relationship between COSTS, PRICES & PROFIT How to influence profitability in your organisations
10.45am	Exercise
11.15am	BREAK
11.30am	Analysis & SWOT The role of analysis an why it's important How to carry out a robust SWOT Analysis
12.30pm	LUNCH
1.30pm	Forecasting & Projections The different TOOLS and TECHNIQUES you can use Includes hints and tips on getting your forecast agreed
2.30pm	Business Context Overview of PESTLE Analysis Look at external inputs which one could include
3.30pm	BREAK
3.45pm	Wrap Up and Q&A Recap on what has been covered with the opportunity for QUESTIONS
4.15pm	FINISH

