

Innovation Steps Series of Workshops

Focus on New Product Marketing



Date: 6 October 2010
Timings: 0930 to 1700
Location: Lymedale Business Centre
Newcastle under Lyme
Cost: £75 plus VAT

An analysis of the results of over 100 companies who have gone through our Self Assessment Analysis on Innovation highlighted Marketing as one of the main areas of concern for small businesses. This workshop aims to help people understand the importance of new product marketing and the importance of spending time and money in this area. For many companies the results don't seem to come fast enough but sometimes marketing needs to be a longer-term strategy. **Mike White** has significant experience of successfully managing new product marketing projects internationally and in the UK. Mike delivers marketing workshops on behalf of Birmingham Chamber of Commerce and The Engineering Employers Association, as well as working with a wide range of companies from various sectors on Marketing Projects. The day is designed to mix the principles of marketing and practical workshop style exercises, resulting in the ability to apply various skills in the workplace.

Each delegate will be provided with a series of handouts and templates to support the presentation material. The one-day workshop is designed to cover key aspects and create awareness of the tools available to apply an effective new product marketing strategy. Areas covered will include:

Understanding Markets & Customers
The Product Development Process
Successful Launches

Minimising Risk
Pricing & Distribution
Marketing Tools & Tactics

To book onto the workshop or for further information, please contact Sandra Butterworth on **0845 845 8020** or e-mail sandra.butterworth@thebic.co.uk