



Marketing Training & Development Center

2020 Onsite Workshop Portfolio

HALF-DAY WORKSHOPS:

FULL- AND MULTI-DAY WORKSHOPS:

Marketing Strategy and Innovation

Strategic Customer-Centric Marketing	Strategic Customer-Centric Marketing
Developing a Brand Portfolio Strategy	Developing a Brand Portfolio and Architecture Strategy
Multicultural Sprint Planning	Multicultural Edge
Word of Mouth Marketing	Achieving Breakthrough Results with Word of Mouth Marketing
Agile Marketing for Marketers	Agile Marketing for Marketers
Aligning Marketing to Sales	Aligning Marketing to Sales
Account Based Marketing	N/A
N/A	Marketing Innovation
N/A	How to Develop a Focused and Effective Business Strategy
N/A	Marketing Research

Integrated Marketing and Planning

Integrated Marketing Planning for Effective Brand Management	Effective Brand Management Mastery Program
Integrated Marketing Execution for Effective Brand Management	
Integrated Marketing Around the Decision Journey	Integrated Marketing Around the Decision Journey
N/A	Marketing Plan in a Day
N/A	Insight-Based Marketing and Digital Communications Planning (Two Day)

Customer Centricity

From Insights to Great Messaging	From Insights to a Great Marketing Mix
Journey Mapping Your CX Design	Building Differentiation through Your CX Design
Principles of B2B Customer Centric Marketing	B2B Customer Centric Marketing and Activation
Principles of B2C Customer Centric Marketing	B2C Customer Centric Marketing and Activation
N/A	Customer Insights (Two Day)

Brand Building

Developing Actionable Customer Insights for Effective Brand Management	Effective Brand Management Mastery Program
Building a Brand Management Framework	
Brand-Building with Customer Insights	The Art and Science of Brand-Building
Brand-Building with Positioning and Activation	
The Purpose Advantage: Unlocking the Power of Purpose for Your Brand	The Purpose Advantage: Unlocking the Power of Purpose for Your Brand
Positioning Your Brand to Win	N/A
Beyond the Name Game	N/A
N/A	Brand Storytelling and Effective Consumer Connection

Brand Activation

Brand Activations that Drive Results	Brand Activations that Drive Results
Effective Shopper Marketing: Converting Shoppers into Buyers	Effective Shopper Marketing: Converting Shoppers into Buyers
Developing a Brand-inspired Digital Strategy	Developing a Brand-inspired Digital Strategy
Best Practices for Content Marketing Strategies	
Best Practices to Strengthen Your Content Marketing	Content Marketing Mastery Program
Strategies to Elevate Your Content Marketing Above Competitors	
Strategies to Maximize Your Content Marketing to Build Loyalty	
Unlock the Power of Influencer Marketing	Unlock the Power of Influencer Marketing
Marketing to Generation Z	N/A

Creative Process and Briefs

What An Inspired Creative Brief Looks Like	How to Write an Inspired Creative Brief
Briefing for Success	Optimizing the Creative Process
Cascading Brief Design	N/A
How to Write A Single-Minded Proposition	N/A
Mastering an Effective Creative Review	N/A

HALF-DAY WORKSHOPS:

FULL- AND MULTI-DAY WORKSHOPS:

Agency Management

Essentials of Effective Agency Management	End-to-End Highly Effective Agency Management
Optimizing Your Production Process and Spend	Advertising Production Masterclass
Pitch to Win	N/A
Procurement Beyond Savings	N/A
Agency Review Essentials	N/A
How to Optimize Your In-House Agency	N/A
The Strategic In-House Agency	N/A
Build a Better Relationship with Your IHA	N/A
Managing Multiple Agencies	N/A
N/A	Effective Agency Management

Digital Marketing and Media

B2B High Impact Demand Generation	B2B High Impact Demand Generation
End-to-End Digital Marketing	End-to-End Digital Marketing
Social Business	Social Business
The Essentials of Digital Media Strategy	The Marketer's Path to Digital Media Excellence
Digital Metrics that Matter	Agile Digital Marketing
Modern MarTech: Harnessing Technology to Enhance the Customer Journey	Modern MarTech: Harnessing Technology to Enhance the Customer Journey
Harnessing the Power of Programmatic	N/A
Leveraging Social Media for Brand Building	N/A
Practical Strategies to Effective Mobile Marketing	N/A
N/A	Media Strategy

Direct Marketing

N/A	Direct Marketing Institute (Three Day)
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Data, Measurement, and Analytics

Developing a Digital Analytics Strategy	Digital Marketing Analytics Mastery Program
Behind the Numbers: Applying Context to Digital Data and Creating Effective Reports	
Turning Digital Data into Decisions	
Persuading the C-Suite Using Effective Data Presentation Techniques	
N/A	Marketing Analytics for Impact

Attribution

Elevate Your Marketing Mix and Attribution Modeling	N/A
N/A	Measurement and Attribution (Two Day)

Team Effectiveness

Strategies for Creative Problem Solving	Strategies for Creative Problem Solving
Critical Thinking for Marketing Success	N/A
N/A	Building Teams that Drive Growth

Business Skills: Communications

Effective Writing for Corporate Communications	Effective Writing for Corporate Communications
Post-Modern Customer Communications	Post-Modern Customer Communications
Presentation Writing to Convey, Compel, and Convince	Presentation Writing and Delivery to Convey, Compel, and Convince
The Essentials of Public Speaking	Present Like a Professional
The Neuroscience of Communication: How to Influence and Drive Business Results	The Neuroscience of Communication: How to Influence and Drive Business Results