



Marketing Training & Development Center

2020 Team Training Portfolio

HALF-DAY WORKSHOPS:

FULL- AND MULTI-DAY WORKSHOPS:

Marketing Strategy and Innovation

Strategic Customer-Centric Marketing (virtual)	Strategic Customer-Centric Marketing
Developing a Brand Portfolio Strategy	Developing a Brand Portfolio and Architecture Strategy
Word of Mouth Marketing	Achieving Breakthrough Results with Word of Mouth Marketing
Agile Marketing for Marketers (virtual)	Agile Marketing for Marketers
Aligning Marketing to Sales (virtual)	Aligning Marketing to Sales
Marketing in Turbulent Times (virtual)	N/A
N/A	Marketing Innovation
N/A	How to Develop a Focused and Effective Business Strategy
N/A	Marketing Research
Multicultural Marketing (virtual)	N/A

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 (virtual)	Integrated Marketing Around the Decision Journey
Marketing Planning for the Post-COVID World (virtual)	N/A
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 (virtual)	From Insights to a Great Marketing Mix
Journey Mapping Your CX Design (virtual)	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 (virtual)	The Art and Science of Brand-Building
Brand-Building with Positioning and Activation	
The Purpose Advantage: Unlocking the Power of Purpose for Your Brand (virtual)	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 (virtual)	Brand Activations that Drive Results
Effective Shopper Marketing: Converting Shoppers into Buyers (virtual)	Effective Shopper Marketing: Converting Shoppers into Buyers
Developing a Brand-inspired Digital Strategy (virtual)	Developing a Brand-inspired Digital Strategy
Best Practices for Content Marketing Strategies (virtual)	
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 (virtual)	Unlock the Power of Influencer Marketing
Marketing to Generation Z (virtual)	N/A

Creative Process and Briefs

What An Inspired Creative Brief Looks Like (virtual)	How to Write an Inspired Creative Brief
Briefing for Success (virtual)	Optimizing the Creative Process (virtual)
Cascading Brief Design (virtual)	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 (virtual)	End-to-End Highly Effective Agency Management
Optimizing Your Production Process and Spend (virtual)	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 (virtual)	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 (virtual)	Agile Digital Marketing
Modern MarTech: Harnessing Technology to Enhance the Customer Journey (virtual)	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 (virtual)	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
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Team Effectiveness

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

Business Skills: Communications

Effective Writing for Corporate Communications (virtual)	Effective Writing for Corporate Communications
Post-Modern Customer Communications	Post-Modern Customer Communications
Presentation Writing to Convey, Compel, and Convince (virtual)	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