

workshops

accelerated Promotion Planning: **Striving for Best In Class**

Want to better the best? Get insight into the promotions plans and programs that garner praise, receive accolades and achieve Best in Class recognition.

Participants receive detailed analysis of PROMO Magazine PRO Award-winning promotions. Our case studies reveal the criteria required to earn top honors. This seminar is ideal for managers and directors who want to push the boundaries of promotion strategy development and win deserved recognition.

Who Should Attend:

- Promotion Manager
- Promotion Associate/Assistant Manager
- Promotion Coordinator
- Brand Manager
- Brand Associate/Assistant Manager
- Product Manager
- Product Associate/Assistant Manager
- Marketing Manager
- Agency Account Manager
- Agency Creative Strategist

You Will Be Able To:

- Use the "Best in Class" criteria checklist to produce innovative promotion plans and programs.
- Adopt benchmarking as a tool for promotion strategy development.
- Spark motivation and inspiration across cross-functional teams to strive for "Best in Class" promotion plans and programs.