

# workshop agenda

## *accelerated Promotion Planning:* **The Fundamentals**

### **Course Introduction**

- "Promotion Knowledge" Pre-Test

### **The Promotion Planning Process**

- Prepping for Planning
- Developing the Plan
- Selling the Plan

### **Phase 1: Prepping for Planning**

- Learning the Language
- Important Things to Know About Your (Client's) Brand
- Key Learning

### **Phase 2: Developing the Plan**

- Overview of Business and Marketing Objectives and Strategies
- Role of Promotion
- Promotion Objectives
- Promotion Strategies
- Promotion Tactics & Vehicles

### **Course Wrap/Up**

- "Promotion Knowledge" Post-Test
- Seminar Evaluation