

workshops

accelerated Promotion Planning: Masters Challenge

Ready to take your skills to the next level? Truly master strategic promotion planning and stimulate new, innovative thinking on your brand.

After quickly reviewing the fundamental concepts of strategic promotion planning and product life cycle, participants work on case studies to master key planning and writing skills. Our case-study exercises reinforce and extend participants' ability to develop best-in-class promotion plans and programs that deliver results.

Who Should Attend:

- Promotion Manager
- Category Promotion Manager
- Brand Manager
- Product Manager
- Agency Account Director
- Agency Account Executive
- Attendees from Promotion Planning for Professionals Seminar

You Will Be Able To:

- Achieve higher levels of client buy-in with strong, clearly-written promotion objectives and strategies.
- Build brand equity and increase sales with a solid promotion plan.
- Identify bigger strategic opportunities and the right promotion tactics and vehicles that directly link to your objectives.
- Build on successful promotions and ensure annual plans are on target with thorough program evaluation and monitoring.