

workshop agenda

accelerated Promotion Planning: Strategy in Action

DAY 1

Course Introduction

- Your Goals
- The Promotion Planning Process

Preparing for Planning

- Information Needs and Resources
- Key Learning Document

Developing the Plan

- Establishing the Foundation
- Confirming Business and Marketing Objectives/Strategies
- Determining the Role of Consumer Promotion
- Developing Promotion Objectives and Strategies
- Outlining Planning Principles
- Reviewing Promotion Tactics
- Balancing Push vs. Pull Tactics
- Creating Programs from Tactics
- Writing the Plan Description
- Planning for Promotion Evaluation and Analysis
- Encouraging Promotion Testing
- Delivering the Final Plan

Case Study Review

DAY 2

Promotion Planning Group Project

Promotion Plan Team Presentations

- Group Discussion/Feedback

Selling the Plan

- Managing the Process
- Controlling Re-Planning

Course Wrap-Up

- "Test Your Knowledge"
- Seminar Evaluation