

What does each module entail?

Module title	<i>Knowing your market</i>	<i>Laying the foundations for success</i>	<i>Conducting proactive campaigns – High impact direct marketing</i>	<i>Conducting proactive campaigns – PR as a reputation building tool</i>
Module number	1	2	3	4
Timing	9.00am-10.30pm	11.00am – 12.30pm	1.30pm – 3pm	3.30pm - 5pm
Presenter	Paul Hewitt	Karen Hewitt	Karen Hewitt	Paul Hewitt
Module outline	<ul style="list-style-type: none"> • Why bother with market analysis? • Some horror stories • Step 1 – Market verification • Step 2 – Market clarification • Step 3 – Market sizing and proofing • Technology case studies • Conclusions 	<ul style="list-style-type: none"> • Why are the foundations important? • Pros and cons of different tools and techniques • Creating your first strategic marketing plan • Templates, processes and procedures • Marketing messages • Promoting marketing internally • Measuring success 	<ul style="list-style-type: none"> • What is direct marketing? • When is it most suitable? • How often should you market? • Building and segmenting your database? • Creating a campaign plan • Preparing the content • Measuring success 	<ul style="list-style-type: none"> • What PR is and isn't • What PR can do for your business • PR versus advertising • Secret to good PR • PR tactics • B2B, international and SME PR • Doing your own PR • Why bother?
Expected outcomes	Understanding of why and when market analysis is important, the steps involved, and what bottom line benefits it can deliver for technology businesses	A practical understanding of how to lay the right marketing foundations from scratch, including the tools and techniques available, in preparation for the running of proactive campaigns covered in Step 3 workshops	Understanding of what direct marketing is and when it should be used, as well as the practical steps involved, and tips for success	Understanding of what PR is and when it should be used, as well as the practical steps involved, and tips for what works best for technology companies