

# Creating and Implementing a Dynamic Marketing Plan

The tools & techniques to develop your highly competitive marketing plan

This course will take you through the marketing planning process and help you in a structured, practical and action orientated way using a case study, to address the three basic questions involved in writing and implementing a marketing plan:

Where do we want to be?

Where are we now?

How will we get there?



Led by  
renowned author and  
marketing expert  
**Ian Ruskin Brown, UK**

- Over 3 decades of commercial experience in Marketing with leading Global Organizations
- Fellow of the Institute of Sales and Marketing Management
- Member of the British Institute of Management
- Author of best selling books like Mastering Marketing, Marketing your service business and Practical Pricing for results

**14 - 15 February 2011,**  
Pearl Continental Hotel, Lahore  
**17 - 18 February 2011,**  
Sheraton Hotel & Towers, Karachi  
9:15 am to 5:00 pm



## For Details & Registration

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Your course director

# Ian Ruskin Brown

MSc MIMgt, MCIM, DipM, FinstSMM, MMRS

Ian Ruskin Brown, is an author, International Marketing and Sales trainer and Consultant, Member of the Chartered Institute of Marketing, Fellow of the Institute of Sales and Marketing Management, Member of the British Institute of Management.

He is also the Principal of Ruskin Brown Associates, an independent training and consultancy set up since 1983 in the UK. This consultancy continually brings him into contact with a wide range of typical sales and marketing situations in United Kingdom, United States of America, Asia and Europe. Thus, over the last 40 years he has excelled in Strategic Management, Sales and Marketing.

Ian's commercial career includes his involvement in **Marketing Management** with firms like **J. Lyons, Exxon Petroleum** (aka Esso), **Kimberly Clark, Goodyear Tyre Company**, and **Trebtor Sharpes Distribution**. Over this time he has directly, or via members of his various sales teams, managed the accounts of major organizations like Sainbury's, HM Customs and Excise, J. Laing Ltd. (motorway construction UK), Kodak Medical Imaging, Lloyds Bank, United Bank of Kuwait, Mashreq Bank of Dubai, Norwich Union U.K. Ltd., ST Microelectronics (4th largest chip maker in the world) & the list goes on. Ian has also managed accounts of two of the largest health care businesses in the world, namely – the "**Welcome Foundation** (Animal Health division) and **GlaxoSmithKline** (Virology)."

In addition, as a trainer and consultant, he has trained the **Marketing Teams** of many large and high-tech companies such as Otokumpo (largest producer of Copper products and stainless steel in the world), and Kone/ Partek (the largest manufacturer of Materials Handling equipment in EU). He has carried out a great amount of diversified in-house work related to **product management** with several industries across the globe.



Principal of Ruskin Brown Associates, UK

Diplomat of the Market Research Society

Member of Business Graduates Association of MBA's

Fellow of the Institute of Sales and Marketing Management

Member of the British Institute of Management

Faculty of the Chartered Institute of Marketing (CIM)

## Ian has trained participants from:



## Ian Ruskin Brown

is the best selling author of

**Mastering Marketing**

**Marketing Your Service Business**

**Practical Pricing for Results**



## Hear What Delegates Have Said About Ian:

"A highly informative session enriched with readily applicable techniques which will help me add value to my organization."  
**Coca Cola Beverages, Pakistan**

"Excellent presentation and a highly practical training session!"  
**Engro Foods**

"The Instructor has worked hard on his presentation style and maintained a good interaction with the audience throughout the session."  
**Haleeb Foods**

"An excellent experience to attend such a beneficial workshop led by an amazing trainer!"  
**Packages Limited Lahore**

"Learned new perspectives to product development. The course was well prepared and effectively delivered."  
**Mobilink**

# COURSE AGENDA

## DAY ONE

Times	Activity	Learning Points
Start 09.15	<p>Introductions: Review and refresh marketing's role in the overall business plan; Review and refresh understandings regarding <b>Business Models</b>, and <b>Business Goals</b>. Establish the context of the Marketing plan regarding strategy and The overall <b>Business Plan</b>. What is 'Strategy' and why is this so important?</p>	<ul style="list-style-type: none"> <li>The relationship between Corporate plans, Business Plans &amp; Marketing Plans</li> <li>Review what strategy is and where it fits in the hierarchy of intentions</li> <li>The role of planning and why it is so important to get this right</li> <li>The <b>Macro</b> and <b>Micro</b> environment</li> </ul>
<b>10.00 - 10.30 TEA / COFFEE BREAK</b>		
	<p>Where strategy fits-in to the whole planning Process – the time frames and why they alter from firm to firm &amp; industry to industry starting on the Macro Analysis The 'O's &amp; 'T's of the <b>SWOT</b> <b>EXE: G-PLeEST the situation in the course case &amp; report back</b></p>	<ul style="list-style-type: none"> <li>The Strategic Hierarchy, &amp; where Marketing Strategy fits in</li> <li>The O &amp; T of the <b>SWOT</b> and what this addresses</li> <li>The <b>G-PLeEST</b> tool and how to use it</li> <li>How to Identify the '<b>Key Factors for Success</b>' (i.e. KFS's) and what these are?</li> </ul>
<b>12.30 – 13.30 LUNCH</b>		
	<p>Complete the report back of the '<b>G-PLeEST</b>' analysis The <b>Gap Analysis</b> and the <b>Ansoff Matrix</b>—what it is and how to use it? The <b>McKinsey Market Attractiveness Matrix</b> introduced <b>EXE: Conduct a McKinsey grid analysis for the course case</b></p>	<ul style="list-style-type: none"> <li>The <b>Gap Analysis</b>, where this leaves us and what we should do about it?</li> <li>What the <b>Ansoff Matrix</b> can contribute to our risk analysis and how</li> <li>What the <b>McKinsey Market Attractiveness Matrix</b> is for, what it can contribute and how we should use it?</li> </ul>
<b>15.30 - 16.00 TEA / COFFEE BREAK</b>		
	<p>Report back on the <b>Ansoff / McKinsey</b> analysis + implications for future action The other side of <b>SWOT</b> = Weaknesses &amp; Liabilities vs. Strengths &amp; Assets – why the distinction is important? Introduction to the S &amp; A vs W &amp; L analysis of the course case</p>	<ul style="list-style-type: none"> <li>Why <b>Strengths &amp; Assets</b> and what these are and why they are important vs. <b>Weaknesses and Liabilities</b> and why these are important</li> <li>The analysis format</li> </ul>
<b>17.30 DAY CONCLUDES</b>		

## DAY TWO

Times	Activity	Learning Points
Start 09.15	<p>Review the learning from Day One Groups complete <b>SA&amp;WL Analysis</b> of the course case and report back Introduce the <b>OKS</b> process for strategy generation – some strategies and their uses examine. Introduce the Concept of <b>Marketing Warfare</b> <b>EXE: Do an OKS for the course case</b></p>	<ul style="list-style-type: none"> <li>The <b>OKS</b> process and its uses</li> <li>The need to be clear as to <b>Marketing Objectives</b>, and what these can be?</li> <li>'<b>SMART</b>' objectives and how to formulate them</li> <li>The hierarchy of objectives and why this is important?</li> <li>The <b>Reece &amp; Trout</b> view of Marketing warfare &amp; strategies coming from this</li> </ul>
<b>10.00 - 10.30 TEA / COFFEE BREAK</b>		
	<p>Report back on the <b>OKS</b> for the course case Bringing the <b>Marketing Mix</b> into line with the <b>OKS</b> findings P1 = <b>Segmentation and Positioning</b> and how this should be done</p> <ul style="list-style-type: none"> <li>Segment the course case market and report back</li> </ul>	<ul style="list-style-type: none"> <li>Introduce <b>segmentation</b> in the context of the case</li> <li>The different types of segment and the consequent strategies</li> <li>Using the '<b>Objective</b>' + <b>Key Factor</b> for success &amp; Strategy formulation process</li> </ul>
<b>12.30 – 13.30 LUNCH</b>		
	<p>Determining the roles to be played by other elements of <b>Marketing Mix</b>: How will each element contribute? What should the product be, How to be distributed How promoted, And at what price level? <b>EXE: Syndicate go into session to resolve the above</b></p>	<ul style="list-style-type: none"> <li>The use of '<b>Conjoint Analysis</b>' and other ways of putting a metric on value</li> <li>Convert the Values to something meaningful (for the client in the case)</li> <li>Framing the values for the customer</li> </ul>
<b>15.00 - 15.30 TEA / COFFEE BREAK</b>		
	<p>What the bones of a basic Marketing Plan should look like – <b>The Gant Chart</b> introduced Syndicates come to conclusions and put a short presentation together <b>'Getting the Data'</b> – sources of data to feed the above analysis – a brief overview of how the modern Marketer should plugin to the information revolution</p>	<ul style="list-style-type: none"> <li>Building a role for each element of the mix</li> <li>The use of the <b>Gant Chart</b> in planning</li> <li>Mention of network analysis and activity on line</li> <li>Sources of the data required</li> <li>On-line information etc</li> </ul>
<b>17.30 Course Concludes</b>		





## Who Should Attend?

Attendees fall into two categories where the skills of Marketing Planning, and working to a Marketing Plan are central to the job involved.

### Group A:

Individuals who have to take responsibility for Marketing Planning which includes:

- Group Product /Brand Managers,
- Product /Brand Managers,
- The immediate Teams of Product / Brand Managers

### Group B:

Individuals who have to work to these plans (i.e. operationalize them) which includes:

- Sales Directors
- Sales Managers
- Key / Major Account Managers.

### OR

Anyone who is shortly to be appointed to either of the two main categories above.

## Course Outcomes:

### For Group A:

At the conclusion of this course participants will be able to build on and put into operation a given Marketing Strategy (whether the one they have originated OR one which is delegated to them) via drawing up a Marketing Plan and outlining Marketing programs that will achieve the given Missions and Goals.

### For Group B:

At the conclusion of this course participants will be better able participate in the Marketing Planning Process, making operational contributions to the Planner's thinking. And, when these plans are finalized, they will be better able to build on and put into operation the given Marketing Plans, and go on to develop the agreed Marketing programs, translating them into actions and operations that will achieve the Targets and Budgets set for their teams.

## Course Case Study:

The course Case Study has been specifically designed to ensure that you can relate to it, whatever industry you work in. Each main session will include an exercise using the course case study to apply the themes of that session and the sessions prior. By completing these exercises based on the case study you will see how the tools and knowledge gained can apply to your own products and/or services. This will allow you to experience the application of the tools discussed, in such a way as to explore all aspects of the key principles of current marketing best practice.

## The Course:

“Those who fail to plan  
are planning to fail”  
**Anon**

And yet experience shows that far too many firms just exist via serendipitously stumbling from one crisis to another without any clear operational direction.

- Planning is often confined to producing glossy statements for the Shareholders and Investors at one end of the Corporate Hierarchy and ‘Budgets’ and ‘Targets’ for the Executive at the other;
- AND, when Marketing Plans do exist, they are frequently too rigid, allowing no accommodation for current circumstances unforeseen by the planner “No Plan survives the first contact with the enemy” Field Marshal Von Molke – who then went on to say “However, at that point, the Planning Process comes into its own”;

Because, as implied by Von Molke, a sound Strategy is the essential foundation for all Planning, particularly where the plan is addressing how the organization intends to survive and succeed in hostile and competitive circumstances as are encountered in the vast majority of Markets today.

## Key Benefits:

- Review and refresh understanding of Marketing’s role in the overall **Business Plan**
- Align the **Business Model, Goals** and the **Marketing Strategy** to form the foundations of the Marketing Plan
- Get equipped with renowned tools for ‘**Market Analysis**’
- Use the ‘**Resource**’/ ‘**Return**’ **matrix** to identify products to go with or dispose
- Analyze which markets and strategies are appropriate using **McKinsey Attractiveness Matrix**
- Define and Position the total ‘**Product**’ to optimize income generation from given **Customer Target Groups**
- Set-up the appropriate market **Surveillance** and **Feedback** mechanisms
- **Present and sell** the Marketing Plan to the Planner’s superiors
- **Monitor, co-ordinate and manage** the process of implementation and operationalization

# Creating and Implementing a Dynamic Marketing Plan

14 - 15 February 2011, Pearl Continental Hotel, Lahore | 17 - 18 February 2011, Sheraton Hotel & Towers, Karachi

## Workshop Investment

PKR **44,999/-**  
per participant

**10% Group Discount**  
on 2+ nominees

Course material, Octara certificate, lunch, refreshments & business networking

## Registration & Payment Options

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### Octara Cancellation Policy

Our Cancellation Policy is activated as soon as the duly filled signed & stamped Octara Registration Form is received from the client. Cancellations made at least 10 working days prior to the course will be refunded in full. If a booking is cancelled 10 to 7 working days before a course, a Cancellation Fee of 25% of the course fee is payable. For cancellations made within 7 working days, no refunds can be given. Cancellations must be confirmed by letter, fax or email. Substitutions may be made at any time. Notwithstanding the above, delegates may transfer to another course to be run within 6 months. Variance in the course fee will be invoiced or adjusted accordingly.

Strategic Partners



## Bring Creating and Implementing a Dynamic Marketing Plan In-house

This workshop can be customized to suit specific needs of your organization at significant savings. Please contact **Mohsin Rahim** at [mohsin.rahim@octara.com](mailto:mohsin.rahim@octara.com) or call at **0321-2133409** for more details

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