

Marketing Masterclasses for Non-Marketers

2019 Courses



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About the Masterclasses

“We’re all marketers now”

Marketing is (or should be) at the heart of an organisation’s revenue generating activities, influencing and being influenced by every aspect of the business. In high performing organisations marketing is no longer the domain of just the marketing team; it’s the responsibility of everyone in the business. So, an understanding of marketing is an essential skill for anyone leading, or aspiring to lead, other areas of the organisation. To quote management consultants McKinsey: “we’re all marketers now.”*

Having worked in marketing for three decades each, our experience is that when non-marketing professionals have a good grasp of the basics of marketing, they collaborate more effectively and the chances of the organisation’s marketing being successful in driving superior business performance are significantly increased.

And when they don’t, misunderstandings and misperceptions can result not only in poor working relationships, but also in lost opportunities to engage customers and win new business.

That’s why we’ve developed this new series of one-day marketing masterclasses for professionals in finance, human resources, technology and sales, as well as board members.

What you’ll gain from attending

These masterclasses are designed to help you:

- Gain a clear understanding of the essentials of strategic and operational marketing, including core concepts, terminology, techniques and processes.
- Improve communication and collaboration with

your marketing team, so that you input positively to your organisation’s marketing.

- Increase your confidence in dealing with marketing challenges and issues by enhancing your ability to think strategically and creatively about marketing.
- Understand how marketing adds value, how it impacts on your function, and how your function impacts on marketing and customer experience.
- Create a customer-oriented culture in your organisation to enhance business performance.

We hope to see you on one of our courses soon.

Take advantage of Early Bird rates

Book early to take advantage of a substantial discount on the cost of each course.

Bespoke training

All these masterclasses are available as bespoke courses, tailored to the needs of your organisation.

David Wallace
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Fiona Melvin-Farr
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1. * We’re all marketers now, McKinsey Quarterly



Marketing for Finance Professionals

Who should attend?

Finance directors and managers, from all sectors and sizes of organisation, who want to advance their understanding of the marketing function and work more effectively with the marketing team to align marketing strategy with business strategy, make better decisions, get the most from investment in marketing and improve overall business performance.

What will you learn?

- Where, why and how marketers and finance teams should collaborate (e.g. business and marketing planning; objective-setting; budgeting and resource allocation; customer intelligence; data analysis and forecasting; pricing; procurement; external suppliers; and so on).
- What questions finance professionals should be asking their marketing team.
- What information marketers need from the finance team.
- Key concepts in marketing and what determines a customer-oriented business.
- Market research techniques to understand customers and generate insight.
- Tools for customer segmentation and targeting, branding and competitive positioning.
- The structure of a strategic marketing plan, the process and tools required to develop it, and how to critique it.
- The elements of the marketing mix, the different promotional and communications options available and how to select between them.

- How to measure and evaluate marketing progress and effectiveness.

Course leaders

David Wallace MA (Hons) MBA FCIM, Director, Wallace Marketing

Fiona Melvin-Farr, BA (Hons) MCIM Chartered Marketer, Director, Fiona Melvin-Farr Consulting

Locations, dates and times

Edinburgh: 19 September 2019, 09.30 to 17.00

Glasgow: 5 June 2019, 09.30 to 17.00

Cost

Full day course: £295 plus VAT per delegate

Early Bird Rate: £250 plus VAT per delegate booked by 8 May 2019 for Glasgow and by 22 August 2019 for Edinburgh.

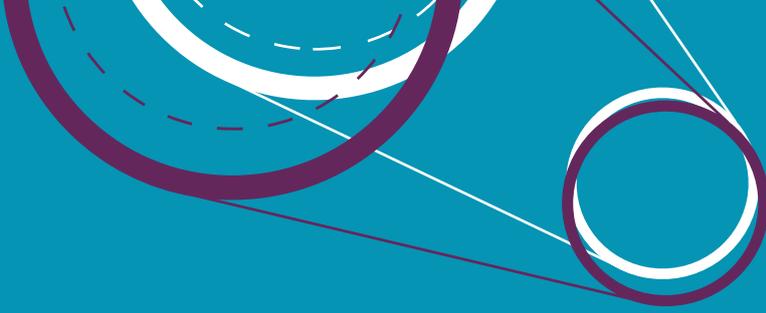
Also available as a bespoke course (see page 8).

Booking

Email david@wallacemarketing.co.uk or fiona.melvin-farr@fmfc.co.uk

CPD

6.5 hours



Marketing for HR Professionals

Who should attend?

HR directors and managers, from all sectors and sizes of organisation, who want to advance their understanding of the marketing function and work more effectively with the marketing team to ensure marketing activities are aligned with people strategies, recruit, develop and retain talent, communicate with employees, and improve overall business performance.

What will you learn?

- Where, why and how marketers and HR teams should collaborate (e.g. employee value proposition; employer and employee branding; organisational culture; recruitment marketing and advertising; marketing team recruitment and retention; learning and development; internal communications; appraisals that recognise contribution to marketing; staff policies; and so on).
- What questions HR professionals should be asking their marketing team.
- What information marketers need from the HR team.
- Specialist roles within marketing.
- Key concepts in marketing and what determines a customer-oriented business.
- Market research techniques to understand customers and generate insight.
- Tools for customer segmentation and targeting, branding and competitive positioning.
- The structure of a strategic marketing plan, the process and tools required to develop it, and how to critique it.

- The elements of the marketing mix, the different promotional and communications options available and how to select between them.
- How to measure and evaluate marketing progress and effectiveness.

Course leaders

David Wallace MA (Hons) MBA FCIM, Director, Wallace Marketing

Fiona Melvin-Farr, BA (Hons) MCIM Chartered Marketer, Director, Fiona Melvin-Farr Consulting

Locations, dates and times

Edinburgh: 18 June 2019, 09.30 to 17.00

Glasgow: 3 September 2019, 09.30 to 17.00

Cost

Full day course: £295 plus VAT per delegate

Early Bird Rate: £250 plus VAT per delegate booked by 21 May 2019 for Edinburgh and 6 August 2019 for Glasgow.

Also available as a bespoke course (see page 8).

Booking

Email david@wallacemarketing.co.uk or fiona.melvin-farr@fmfc.co.uk

CPD

6.5 hours



Marketing for Technology Professionals

Who should attend?

Technology professionals, from all sectors and sizes of organisation, for example IT directors and managers, data analysts, web developers, web designers and those working in digital tech, who want to advance their understanding of the marketing function and how to work more effectively with the marketing team to align marketing strategy with technology strategy, ensure that technology is leveraged appropriately and improve overall business performance.

What will you learn?

- Where, why and how marketers and technology teams should collaborate (e.g. marketing technology procurement, implementation and management; web and social media management; content management; mobile; analytics and business intelligence; CRM; customer experience; and so on).
- What questions technology professionals should be asking their marketing team.
- What information marketers need from the technology team.
- Key concepts in marketing and what determines a customer-oriented business.
- Market research techniques to understand customers and generate insight.
- Tools for customer segmentation and targeting, branding and competitive positioning.
- The structure of a strategic marketing plan, the process and tools required to develop it, and how to critique it.

- The elements of the marketing mix, the different promotional and communications options available and how to select between them.
- How to measure and evaluate marketing progress and effectiveness.

Course leaders

David Wallace *MA (Hons) MBA FCIM, Director, Wallace Marketing*

Fiona Melvin-Farr, *BA (Hons) MCIM Chartered Marketer, Director, Fiona Melvin-Farr Consulting*

Locations, dates and times

Edinburgh: 29 October 2019, 09.30 to 17.00

Glasgow: 29 May 2019, 09.30 to 17.00

Cost

Full day course: £295 plus VAT per delegate

Early Bird Rate: £250 plus VAT per delegate booked by 1 May 2019 for Glasgow and 2 October 2019 for Edinburgh.

Also available as a bespoke course (see page 8).

Booking

Email david@wallacemarketing.co.uk or fiona.melvin-farr@fmfc.co.uk

CPD

6.5 hours

Marketing for Sales Professionals

Who should attend?

Sales, business development and commercial directors and managers, from all sectors and sizes of organisation, who want to advance their understanding of the marketing function and how to work more effectively with the marketing team to align marketing and sales strategies, generate more or better leads, and boost sales and profits by winning and retaining customers.

What will you learn?

- Where, why and how marketers and sales teams should collaborate (e.g. knowledge of products, customers and sectors; product development; customer research, profiling and targeting; integrated campaigns; content management and social media; sales support materials; lead generation; customer onboarding, experience and retention; CRM, account management and cross-selling/up-selling; and so on).
- What questions sales professionals should be asking their marketing team.
- What information marketers need from the sales team.
- Key concepts in marketing and what determines a customer-oriented business.
- Market research techniques to understand customers and generate insight.
- Tools for customer segmentation and targeting, branding and competitive positioning.
- The structure of a strategic marketing plan, the process and tools required to develop it, and how to critique it.
- The elements of the marketing mix, the different

promotional and communications options available and how to select between them and integrate them with sales activities.

- How to measure and evaluate marketing progress and effectiveness.

Course leaders

David Wallace MA (Hons) MBA FCIM, Director, Wallace Marketing

Fiona Melvin-Farr, BA (Hons) MCIM Chartered Marketer, Director, Fiona Melvin-Farr Consulting

Locations, dates and times

Edinburgh: 30 May 2019, 09.30 to 17.00

Glasgow: 3 October 2019, 09.30 to 17.00

Cost

Full day course: £295 plus VAT per delegate

Early Bird Rate: £250 plus VAT per delegate booked by 2 May 2019 for Edinburgh and 5 September 2019 for Glasgow.

Also available as a bespoke course (see page 8).

Booking

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CPD

6.5 hours

Marketing for Board Members

Who should attend?

Board members, chief executives, managing directors and non-executive directors from all sectors and sizes of organisation, as well as charity trustees, who want to understand the marketing function, ensure marketing strategy is aligned with business strategy, think critically about the role of marketing in their organisation, challenge constructively, and use marketing to improve overall business performance.

What will you learn?

- The board's role in determining, implementing and monitoring marketing strategy.
- What questions board members should be asking the marketing team.
- What to expect of a good marketing team.
- What the marketing team needs from the board.
- Key concepts in marketing and what determines a customer-oriented business.
- The importance of a clear purpose (vision, mission and values) and effective strategic thinking.
- Market research techniques to understand customers and generate insight.
- Tools for customer segmentation and targeting, branding and competitive positioning.
- The structure of a strategic marketing plan, the process and tools required to develop it, and how to critique it.
- The elements of the marketing mix, the different promotional and communications options available and how to select between them.

- How to measure and evaluate marketing progress and effectiveness.

Course leaders

David Wallace MA (Hons) MBA FCIM, Director, Wallace Marketing
Fiona Melvin-Farr, BA (Hons) MCIM Chartered Marketer, Director, Fiona Melvin-Farr Consulting

Locations, dates and times

Edinburgh: 20 June 2019, 09.30 to 17.00

Glasgow: 14 November 2019, 09.30 to 17.00

Cost

Full day course: £295 plus VAT per delegate

Early Bird Rate: £250 plus VAT per delegate booked by 23 May 2019 for Edinburgh and 17 October 2019 for Glasgow.

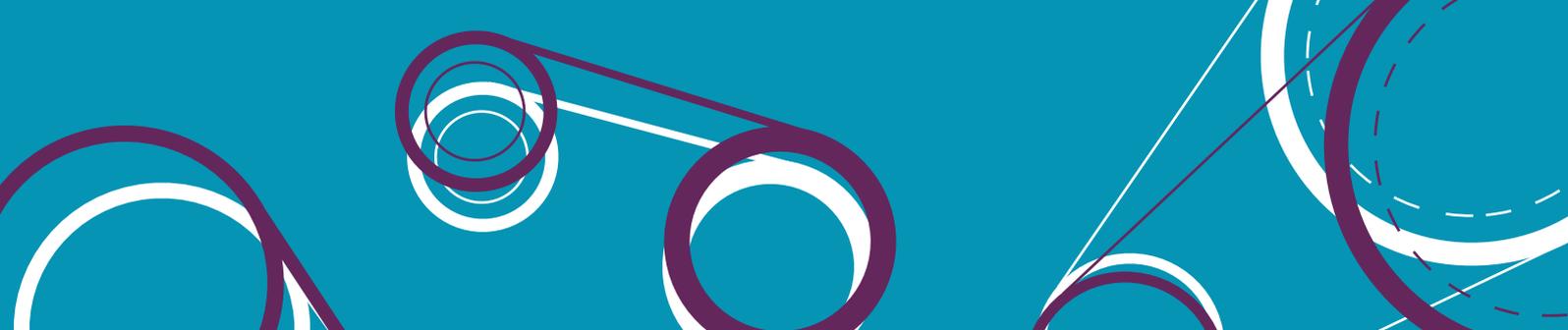
Also available as a bespoke course (see page 8).

Booking

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or fiona.melvin-farr@fmfc.co.uk

CPD

6.5 hours



Course Leaders

David Wallace

David has over 25 years' experience in developing and implementing marketing strategies in many sectors. As well as having held management positions with Sony, Royal Bank of Scotland, and Shepherd & Wedderburn, he has consulted to clients ranging from start-ups to international corporates. With a track record that includes the Grand Prix in the Scottish Marketing Awards, he established a strategic marketing consultancy in 2006.

A Fellow of the Chartered Institute of Marketing, David has an MBA from London Business School and an MA (Hons) in French and German from Glasgow University. He is Regional Director of the Professional Marketing Forum in Scotland and has lectured on marketing at Heriot-Watt University.

David is a board member of Includem.

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Fiona Melvin-Farr

Fiona has over 25 years' experience in business strategy, marketing and non-executive board appointments. With experience gained in a variety of roles, working in a large corporate, SMEs and an e-commerce start-up, she established a strategic marketing consultancy in 2001.

She has delivered projects for start-ups, SMEs, family businesses, professional services firms and charities. Assignments have included strategic marketing planning and implementation through to training client teams on marketing.

A Chartered Marketer and Member of the Chartered Institute of Marketing (CIM), Fiona has a BA (Hons) Business Studies degree and CIM Diploma.

Fiona was a non-executive director for a property company and sat on the board of Northern Housing Company.

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Course Dates

Masterclass	Edinburgh	Glasgow
Marketing for Finance Professionals	19 September 2019	5 June 2019
Marketing for HR Professionals	18 June 2019	3 September 2019
Marketing for Technology Professionals	29 October 2019	29 May 2019
Marketing for Sales Professionals	30 May 2019	3 October 2019
Marketing for Board Members	20 June 2019	14 November 2019

Bespoke In-House Training

All our masterclasses are available on a bespoke basis and can be delivered in-house at your chosen location.

If you have a number of staff that you want to train at the same time, we will meet with you to understand your specific requirements and then tailor the course to meet your needs.

A full day's on-site bespoke training costs £1,950 excluding VAT, with the number of delegates limited to 12.

The price includes a set of course notes for each delegate and assumes that you provide the venue and catering. However, if you prefer, we can also organise a venue and catering and recharge the costs.



Terms and Conditions

Booking

- Prices quoted in this brochure are exclusive of VAT and include refreshments and materials.
- No booking can be confirmed without payment.
- Your contract is with Wallace Marketing Ltd.
- If you book via Eventbrite, their terms and conditions also apply to all bookings.

Cancellations and substitutions

- Refundable cancellations are accepted up to 21 days prior to the course.
- Substitutions can be made at any time.
- You may transfer your booking to another course if we receive notice 21 days before the course date.
- We accept no liability if you are unable to attend due to adverse weather conditions or travel disruption.
- If it is necessary for reasons beyond our reasonable control to alter the timing or venue, we will give you notice.
- If we have to cancel the course for any reason, our liability is limited to a refund of the course fee only. We will not be liable for travel, accommodation or any other costs and expenses incurred.

Content

- All rights in all course materials are owned by us or are included with the permission of the rights owner. No reproduction or other dissemination of course materials is permitted.

Data protection

- By registering you agree to us storing and processing your personal data in accordance with current data protection legislation.
- The details you provide will be used before, during and after the course. We will send you information about your participation in the course, i.e. registration instructions, invoicing and payment, and materials relevant to the course. We will provide a list of delegates' names and organisations at the course, but not their contact details. We may send you emails following the course, e.g. seeking your feedback and informing you of other courses that may be of interest to you.

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