

## workshops

### *accelerated Promotion Planning:* **Strategy in Action**

Build your marketing expertise. Gain the confidence and know-how to lead strategic promotion planning for your team and your brand.

We lead participants through the fundamentals and theories of the promotion planning process with a hands-on challenge of developing a strategic promotion to plan and sell. This interactive approach helps marketers master and implement the skills necessary to conduct a situation analysis, develop objectives and strategies to make promotions work for their brand, and develop evaluation criteria that lead to the development of a successful promotion plan.

#### **Who Should Attend:**

- Promotion Manager
- Promotion Associate/Assistant Manager
- Brand Manager
- Brand Associate/Assistant Manager
- Marketing Manager
- Agency Account Manager
- Agency Account Executive
- Industry Service Provider
- Previous Attendees of Promo U:  
Fundamentals of Promotion Marketing

#### **You Will Be Able To:**

- Develop S.M.A.R.T. (Specific, Measurable, Actionable, Relevant, Time-based) objectives and strategies.
- Recognize Integrated Marketing Communications (IMC) as an integral process that contributes to the development of a strategic promotion plan.
- Use promotional marketing to help build your brand.
- Intelligently choose the right promotion tactics to successfully meet your objectives.
- Understand the importance of evaluation criteria to promotion planning.