

# Marketing 2 - Planning the Strategy

31st July 2019 - Hilton Hotel - Warwick

In order for the business to fully adopt a customer centred approach, a plan is needed. This course helps you to work through the opportunities for your business and develop a plan to turn them into sales and profit.

The course is a natural follow on from Marketing 1 – Dark Art or Business Necessity? but also works as a stand alone programme.



If you are looking to adopt marketing principles in your business and need to write a plan to achieve them then this course will provide you with the valuable tools to achieve your goals. Examples of best practice and companies that have achieved a customer focussed approach are discussed throughout the course and delegates share their current situations in order to practically understand the steps needed to achieve their objectives.

## What will be covered:

- The analysis tools used to evaluate your business
- Developing a sustainable competitive advantage
- Setting Marketing objectives
- Segmentation, targeting & positioning
- Marketing Research
- Writing the marketing plan
- Evaluating the success of your marketing plan

To book please contact Melanie Foote on +44 (0)20 8773 5525 or e-mail [melanie.foote@ppma.co.uk](mailto:melanie.foote@ppma.co.uk)

PPMA Members; £95, Non-members; £295

BOOK  
Marketing 1 & Marketing 2  
together to get a  
comprehensive overview  
of Marketing

**\* EXCEPTIONAL DISCOUNTS FOR MEMBERS \***

# Marketing 2 - Planning the Strategy



Hilton Hotel, Stratford Road, Warwick CV34 6RE



## COURSE DURATION:

**08:30 - Coffee & Registration**

**Start - 09:00 - 16:30 to include breaks (15 mins morning & afternoon) and lunch (up to 1 hr).**

## BOOKING FORM - 'Marketing 2 - Planning the Strategy'

I would like to register  delegate(s) for the course on 31 July 2019

<b>COSTS</b>	PPMA Members @ £95 pp	£ <input type="text"/>
	Non-Members @ £295 pp	£ <input type="text"/>
	<b>TOTAL</b>	£ <input type="text"/>
	PLUS VAT @ 20%	£ <input type="text"/>
	<b>TOTAL BOOKING COST</b>	£ <input type="text"/>

**TERMS & CONDITIONS:** Cancellations: If you cannot attend, a substitute delegate may attend in your place provided that written notice is given, or contact the PPMA on 020 8773 8111. Refunds of fees cannot be made unless notice in writing is received a minimum of 10 working days prior to the training course. All cancellations will be subject to a 25% (+VAT) fee to cover administrative expenses.

**Important Note:** This booking form constitutes a legally binding contract. It may be necessary, for reasons beyond the control of the PPMA, to change the content, timing, speakers and/or date of the seminar, course and/or programme.

Company: .....

Address: .....

..... Postcode: .....

Telephone: ..... E-Mail: .....

Booking Authorised By: .....

Delegate 1: ..... Position: .....

Delegate 2: ..... Position: .....

## PAYMENT DETAILS:

**Payment is required prior to the Training day.**

- 1. On Account** - Members can pay by account.
- 2. Credit / Debit Card** - All credit / debit card payments now need to be taken over the phone.

Please contact **Melanie Foote** on **+44 (0)20 8773 5525**

- 3. BACS** - Barclays Bank PLC  
Sort Code: 20-24-61  
Account No: 90721220

- 4. Cheque** (A receipted invoice will be forwarded to your Accounts Dept.)

**Data Protection:** Data supplied is subject to the Data Protection Act 1998 and may be used to supply you with information to your business. Please tick as appropriate.

I do not wish to receive publications or further information from PPMA.   
I prefer not to be contacted by any of the following: Mail  E-mail  Telephone

**Processing & Packaging Machinery Association**

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