



www.finditinsandwell.co.uk

# Marketing Working Lunch

**Sandwell Council House, Freeth Street, Oldbury B69 3DR**

**Thursdays in 2010: 4 Feb, 4 Mar, 1 Apr, 13 May, 10 Jun, 8 Jul, 9 Sep, 7 Oct, 4 Nov.**

Having carried out research which shows that small and medium-sized firms struggle with business development, finditinsandwell is launching the 'Marketing Working Lunch'.

## Burst your way out of the recession with a new or revised approach to business development!

These monthly interactive seminars will address different marketing-cum-business-development topics, allowing attendees to learn from one another as well as from the presenters. Support materials will be provided, along with the opportunity to book one-to-one meetings with a marketing specialist.

### Format for sessions:

12pm:	Arrive and network
12:15pm	Buffet lunch taken to work tables
12:30pm	Seminar
2pm	Debate session to help relate the topic to attendees' specific business challenges
2:30pm	Networking and/or attending a one-to-one.

Thu 4 Feb	Overview of the first year's programme - an entertaining launch event delivered by Nelson Training
Thu 4 Mar	What is your product proposition and what are you doing to ensure it contains a unique selling point (USP)?
Thu 1 Apr	Who is interested in buying your product/service and why?
Thu 13 May	Who or what is your competition - and what are you doing about it?
Thu 10 Jun*	What is a pricing strategy and why do you need one?
Thu 8 Jul*	Ways to promote your business - how do you determine what will give you the best return?
Thu 9 Sep*	Putting together a meaningful plan which sets and reviews targets to confirm development success
Thu 7 Oct*	The basics of internet marketing and what is important for your business
Thu 4 Nov*	Using CRM** to manage your prospects and customer base, and maximise business opportunities

\*Provisional dates, to be confirmed. \*\*CRM = customer relationship management.

All sessions will be facilitated by Chartered Marketer Sammy Rose, MBA, MCIM. Sammy will present the first six topics; internet specialists IceBlue will present the October session, and an IT specialist will deliver the November seminar.

If your business is based in Sandwell or you live in Sandwell, you qualify for a **massive discount**: the course fee for you is just £20 per session or £120 for the whole programme. For everyone else the cost is £50 per person per session or £360 for all eight sessions between March and November. (All prices are subject to VAT.) The launch session is free.

**To book your place, visit the events page on [www.finditinsandwell.co.uk](http://www.finditinsandwell.co.uk) or use the booking form overleaf ...**





# Booking form for the Marketing Working Lunch

Name \_\_\_\_\_

Job title \_\_\_\_\_

Company \_\_\_\_\_

Postcode \_\_\_\_\_ Telephone number \_\_\_\_\_

Email address \_\_\_\_\_

Please tick to show which sessions you wish to attend:

Thu 4 Feb	Launch event—overview	<input type="checkbox"/>
Thu 4 Mar	Product propositions and USPs	<input type="checkbox"/>
Thu 1 Apr	Who is interested in buying your product/service?	<input type="checkbox"/>
Thu 13 May	Competition	<input type="checkbox"/>
Thu 10 Jun*	Pricing strategy	<input type="checkbox"/>
Thu 8 Jul*	Ways to promote your business	<input type="checkbox"/>
Thu 9 Sep*	Marketing plans	<input type="checkbox"/>
Thu 7 Oct*	Internet marketing	<input type="checkbox"/>
Thu 4 Nov*	Using CRM	<input type="checkbox"/>

\*Provisional dates, to be confirmed.

**Fax to:** Peter Martin on 0121 569 2174

**Or post to:** Peter Martin, Sandwell Metropolitan Borough Council, Sandwell Council House, Freeth Street, Oldbury B69 3DE.

You will be issued with an invoice which must be paid within 15 days of receipt in order to guarantee your place. If you have any queries, please phone Peter Martin on 0121 569 3265.

