



Vantage Point Associates Integrated Marketing Communications Workshop

Audience

1. Product, market, marketing communications and market research managers who are required to coordinate the marketing communications effort.
2. Managers who participate on business teams that are responsible for developing integrated marketing communication programs for their products and markets.

Key Benefit

Consider the consequences of a common error in developing marketing communications campaigns: well-meaning product-market teams plunge into execution of program elements— advertising, direct marketing and public relations—without first setting direction for what must be accomplished and how the work will be undertaken. Such prerequisites include identifying and describing the target audience, reconfirming the positioning statement, developing communications objectives and designing the message.

This workshop introduces participants to a process and set of worktools designed to ensure both careful planning and expert execution of communications programs. Outputs of the process include: a communications program that establishes clear and reasonable communications objectives directly linked to market objectives; and a set of communications elements tied together by a common theme.

Workshop Objectives

After completing this module, participants will be better able to.

1. Establish communications objectives that are tied to market objectives, the target market and the strategic positioning statement
2. Design relevant communication messages
3. Select, plan and schedule communication channels
4. Develop and allocate the communication budget
5. Determine the appropriate metric for assessing progress against objectives.

Topic Summary

Day 1	Day 2
Introduction to the process	<i>Step 5.</i> Selecting communication vehicles
<i>Step 1.</i> Selecting the target market	<i>Step 6.</i> Planning and scheduling media
<i>Step 2.</i> Choosing the positioning statement	<i>Step 7.</i> Developing implementation plans
<i>Step 3.</i> Creating Communications objectives	<i>Step 8.</i> Determining & allocating budget
<i>Step 4.</i> Designing the message	<i>Step 9.</i> Measuring performance
	Conclusion: applying the process

Learning Approach

The workshop focuses on application rather than theory. Participants are required to work on a specific communications problem. Before the session, they are asked to bring together information on the target customer, competitors and associated market strategy. Using this as background, they work through each step of the Integrated Marketing Communications process. At the conclusion, they will have formulated an integrated communications plan which, after some refinement, is ready for implementation.