

Speeding Up During Slow Time & Power Marketing on Small Budget

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Why This Workshop

We are facing one of the most challenging economic crises of our times. During a slowdown, the following become irrefutable truths ...

- Every organization, in its own shape and form, takes a hit, needs to figure out how to ride the punches and fast realize their implications.
- Every team faces a robustly changing playing field, finds that the goal posts have shifted, and yet needs to desperately Score.
- Every individual needs to get a grasp on the new reality, re-sharpen his / her competencies and play his / her part in a magnificent recovery

As what the Chinese expression for crisis “Wei Ji” suggests, there is opportunity behind every crisis. Instead of moaning over the gloom and doom, the smart and the resilient minority are proactively taking positive and decisive steps to capitalize on the downturn to catalyze an upturn.

This insightful and impactful session will show you how you can speed up during the slow time, engage in power marketing on small budget and emerge as real winners out of this economic crisis.

Highlights of Morning Keynote – Speeding Up During Slow Time by Manoj Sharma

- Realizing the implications of the slowdown
- Rationalizing your course of action in a downturn
- Renewing your commitments to weather the storm
- Relating to your customers to create an upside
- Reinventing your value propositions to win market share
- Revitalizing your entire organization to collectively win
- Remerging as winners on the upturn

It's no secret that 2009 is going to be a challenging year for businesses regardless of the industry, whether you're selling a product or a service. Now, more than ever, companies need to create a strong brand awareness; to promote themselves so that when their target audience knows where to go when they are ready to buy (especially when they have limited budget.) They either spend it by buying from you or others. You need to make yourself even more visible, increase your mindshare in your customers' mind - to do so, you have to market and promote yourself even more.

Yet, promotion or marketing is viewed as costly, something only the 'big boys' or well-established companies can afford. What companies fail to realize is that 60% of their time and effort should be on the sales and marketing of their company. Promotion is equivalent to sales. Without it, there is no business.

When times are tough, the first thing that gets cut is the A&P. **Big mistake!** The A&P budget should be viewed the same as your rent. It's fixed, a non-negotiable, a given.

Most companies, entrepreneurs or start-ups don't bother to include promotion in their business plan because they believe they can't afford it, when the truth of the matter is, **they can't afford NOT to.**

In this session on **Power Marketing on a Small Budget**, this fast paced workshop, participants will follow a step-by-step process to allow them to immediately create a promotional strategy which includes free and/or cost effective marketing techniques they can capitalize.

Participants will go from assigning a marketing budget to creating the promotional strategy. They will learn how to become their own "advertising agency". In a hands-on learning process they will learn how to tap their own creativity to eliminate outsourcing; do-it-yourself techniques to promote their businesses for little or no cost, such as press releases, promotions, joint ventures, sponsorships and develop email marketing campaigns using inexpensive programmes.

In this engaging and fun session on Power Marketing on Small Budget by Pam Wigglesworth, you will find out how to:

- Devise a marketing budget and strategy for the business;
- Determine your company objectives to create the marketing strategy;
- Review the various low-cost marketing activities available to SMEs and entrepreneurs on a small budget;
- Stretch your marketing dollars and build strategic alliances to increase exposure for company
- Identify and determine what marketing activities will best achieve their goals and create a calendar for the year;
- Plan and implement a year's worth of exciting promotional events - *not just another 'Sale'*
- Create cost effective marketing materials- press kits, invitations, direct mail, brochures and advertisements;
- Engage in a five-step process to unleash your creativity in developing and crafting your marketing materials;
- Generate publicity for your company, products or services;
- Create a buzz for your company through interesting contests, collaborative joint ventures, exciting tournaments and sponsorships;
- Write a press release - dos' and don'ts
- Get free press in print and online; where and how to submit a press release for free.

In a nutshell, you will take away winning ideas, practical tips and effective tools on Power Marketing on a Small Budget, thereby Speeding Up During Slow Time

Who Should Attend

Business Owners, Entrepreneurs, CEOs, MDs, Directors, Senior Managers and Executives, Marketing Managers, Professionals

REGISTRATION

Registration Fee: S\$495 nett per person. Group discounts is available when you register a team of 3 persons and above. *(Register by 31 Jan 2009) - enjoy a 10% discount.*

For registration / enquiries, please call:

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