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*Half the money I spend on advertising is wasted; **the trouble is** I don't know which half.*

”

John Wanamaker

BRILLIANT FINANCIAL MARKETING

Developing and delivering brilliant marketing campaigns to drive business growth and bring new customers to your organization

TRAINING
PROGRAMME

GBRW
LEARNING

OVERVIEW

This course will help participants understand how to develop marketing strategies aligned to business objectives. Participants will receive practical advice, tools and tips to help develop and deliver brilliant and effective marketing campaigns for financial services.

The course will explore how to align marketing and campaign objectives, how to put the customer and customer insight at the heart of your marketing, set measurable objectives, and align the marketing teams around the strategy.

It will explain the tools, behaviours and disciplines that will help you to get the best out of your agency relationships, including: how to write inspiring briefs, and how to judge the best ideas and give constructive feedback, so as to get great work every time.

WHO SHOULD ATTEND?

This course is aimed at staff and management involved in developing and delivering marketing strategy, plans and campaigns for their organizations, especially those banks and other financial institutions. It will be most appropriate for:

- ▶ People with at least three years experience in business
- ▶ People who genuinely want to deliver more effective marketing communication
- ▶ People willing to learn and try out new ideas
- ▶ People with energy and willingness to participate in team exercises within the workshop

SHARING KNOWLEDGE, DEVELOPING SKILLS

OUTLINE

OBJECTIVES

Participants in the course will come away with:

- ▶ A much clearer understanding of how to deliver more strategic and effective marketing for their organisation;
- ▶ Relevant learning and experience in creating a marketing strategy aligned to wider corporate business objectives;
- ▶ An understanding of the importance of setting measurable marketing objectives and KPIs;
- ▶ Knowing how to get the best from agency partners: practical tips and best practice advice on how to manage external agencies including: writing better briefs, judging ideas and feeding back constructively, managing the creative process better;
- ▶ An understanding of how to put customers at the heart of a marketing strategy, and the positive impact that has on business growth and customer retention.

COURSE DELIVERY

- ▶ This is a two-day course totaling 14 hours of delivery time.
- ▶ It will consist of a mix of inspiring content and team breakouts to give participants a hands-on opportunity to practice using new marketing tools and techniques;
- ▶ The course will be led by an internationally experienced marketing practitioner who is also an inspiring trainer and facilitator;
- ▶ All hand-outs and instruction will be in English;
- ▶ The course will be very participatory; we believe that people learn by doing rather than simply listening;
- ▶ The high levels of participatory group work on case studies, and interactivity during tutorials, strictly limits numbers to no more than 20 participants.

TRAINING SURVEY & POST-TRAINING EVALUATION:

To ensure that participants gain maximum benefit from the course, it is our practice to send a detailed questionnaire to all course participants to ensure we fully understand their specific training needs and objectives. The completed questionnaires are analysed by the course instructor who will tailor the course content and style of delivery to the requirements of the participants. Following completion of the course, participants are asked to measure and assess the effectiveness of the training. The results are collated and reviewed, and the analysis shared directly with the relevant client stakeholders.

OUTLINE

MODULE 1:

ALIGNING MARKETING OBJECTIVES TO BUSINESS NEEDS

1. Clarifying the hierarchy of business, marketing and campaign objectives
2. Understanding the role of marketing within the business

MODULE 2:

DEVELOPING BETTER MARKETING & BRAND STRATEGIES / PLANS

1. The core elements of a marketing strategy
2. Exploring brand positioning in a competitive context
3. Clarifying your market segmentation and understanding how to address customer needs
4. Creating your brand plan and communicating it to key stakeholders internally

MODULE 3:

DELIVERING BRILLIANT MARKETING CAMPAIGNS

1. Writing brilliant briefs
2. Understanding the target audience and developing real customer insights
3. Developing a single-minded message and clear supporting reasons to believe
4. Setting SMART marketing objectives and measurable KPIs

MODULE 4:

GETTING THE BEST OUT OF YOUR EXTERNAL AGENCY

1. Making the briefing meeting an inspiring experience
2. Judging creatives' ideas better; separating the idea from the execution
3. Giving clear and constructive feedback to enable your agency to reach the best solution faster
4. Managing the agency relationship and creative process better

MODULE 5:

BECOMING A CUSTOMER-CENTRIC MARKETING ORGANIZATION

1. Helping marketing put the customer at the heart of your business
2. Managing stakeholders and aligning them around customer needs
3. Building the best marketing team in the business by becoming the voice of the customer inside your organization

DETAILS

TOOLS, MODELS & TEMPLATES

GBRW Learning courses are supplemented with a range of practical documented methodologies, models, tools, and templates refined from best practice, and tried and tested in a range of leading institutions. Participants can take these back to the workplace to adapt and apply, and wherever appropriate, to make a tangible improvement to policy and practice in their own organisation.

THIS COURSE INCLUDES:

- ✓ Brand strategy tools
- ✓ Customer insight model
- ✓ Customer needs tool
- ✓ Best practice brief template
- ✓ The task map tool for clarifying customer needs and behaviours
- ✓ Setting marketing objectives KPI model
- ✓ The creative judgment "Hand" tool
- ✓ Examples of excellent briefs that led to best in-class creative campaigns

TERMS & CONDITIONS

Total fee cost for the on-site delivery of the two-day course as described is **US\$ 8,800** (eight thousand eight hundred United States Dollars).

This is **EXCLUSIVE** of:

- Flights (discounted business class)
- Accommodation (min. 4★) for every night required on site
- Local travel costs and subsistence; and
- Venue and equipment hire (if required) and materials production.

These additional items will be for the account of the client or, alternatively, we can provide an all-inclusive quote encompassing all expenses if that is more convenient.

GBRW Learning can also host the course at or near our London headquarters for an all-inclusive fee of US\$ 11,800 plus VAT. This includes venue and equipment hire but does NOT include the travel, accommodation and subsistence expenses of participants. Please contact us for revised pricing.

A 60% deposit is payable one-month prior to the scheduled course date, with the balance payable immediately following completion of the course.

Note: Discounts are available for multiple course bookings

FOR MORE INFORMATION OR TO ARRANGE A BOOKING, PLEASE CONTACT:

JOHNNY RIZQ, DIRECTOR, GBRW LEARNING

Johnny.rizq@gbrw.com

INSTRUCTOR



Micky Denehy
Course Facilitator,
GBRW Learning

Micky is a former CEO of advertising agencies in London, Istanbul and Dubai, and CMO of Saatchi & Saatchi EMEA.

He has helped banks and financial institutions across Europe and the Middle East develop their marketing strategies and communication campaigns. Clients include: Mashreq, Emirates, RBS, Barclays, Invesco, Garanti, and HSBC.

Micky has been the jury chair for the Euro Effies judging for the last six years to choose the most effective communications campaigns in Europe.

He founded the EACA International Academy of Advertising & Communications in 2008 – training marketing and advertising executives across EMEA.

He is an award winning marketing trainer and is the training Principal of Econsultancy Marketing Excellence Training Academy.

Micky is a board member of edcom, the European Educational Foundation that brings together 50 European universities that teach commercial communication degrees.

LinkedIn

www.linkedin.com/in/mickydenehy

ABOUT GBRW LEARNING

GBRW Learning is the training and knowledge-sharing arm of GBRW Limited. Founded in London in 1995 by a group of senior bankers GBRW's mission is to provide first-class consulting and training to banks and bankers in Emerging Markets, to the same standard as would be expected in developed markets. From our London headquarters and subsidiary offices in Washington DC and Singapore we have served clients in more than 50 countries in Europe, the Middle East, Africa, Asia and the Caribbean. Our clients include banks and other financial institutions, governments, and economic development agencies and institutions.

Through our training programmes we share the experience and knowledge of our experts with bankers in Emerging Markets, supported by high quality materials and taking advantage of the latest technologies. Our courses are all highly inter-active, and make use of carefully designed case studies and simulations.

We offer a range of training topics for banks and financial institutions including:

1. Strategy & Management – Formulating, Implementing & Monitoring Strategy
2. Risk Management – Credit, Market & Operational Risk
3. Human Resources Management
4. SME Banking – Customer Relationship Management; Credit Risk Management
5. Retail Banking – Customer Relationship Management, Distribution Strategy, Product Management, Credit Risk
6. Corporate Banking – Customer Relationship Management, Credit Risk Management
7. Governance, Regulation & Compliance
8. Financial Markets

For more information, visit our website at:

<http://www.gbrw.com/training>

To discuss your specific requirements email us at:

mail@gbrw.com