

B2B Strategic Marketing Management for Technology Intensive Companies



“Strategic Product Marketing” Action Workshop

Antwerp, Belgium
March 28 & 29, 2012.



Guy Bauwen
www.bauwenconsulting.com

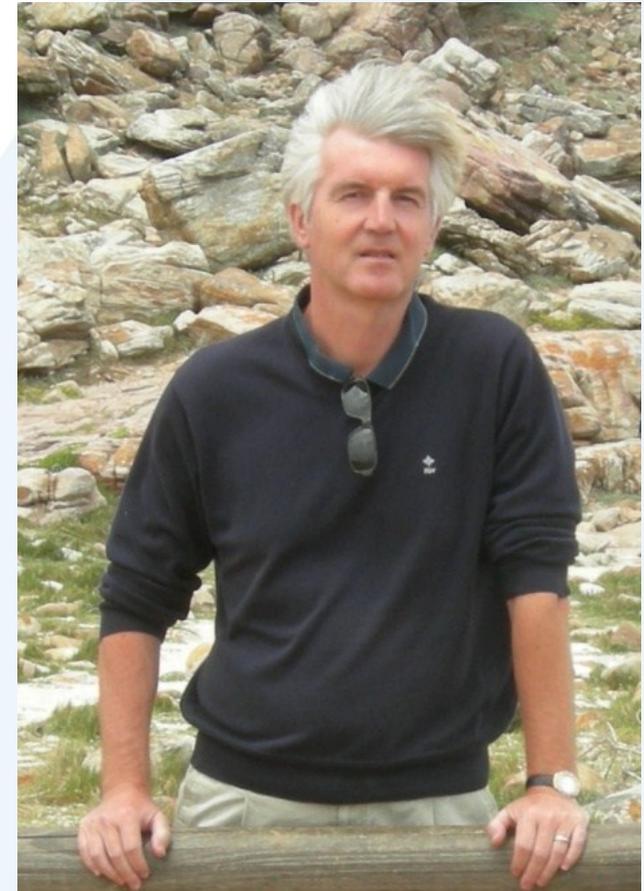


The Bauwen Consulting associates have years of strategic and operational experience, having worked for leading international companies in a variety of dynamic market sectors. We have been educated and are serving as lecturers at business schools and serve in advisor roles to social and governmental entities.

Our passion is primarily to initiate and facilitate the development of new market and business opportunities, to identify market leadership strategies and strategic capabilities and stimulate and help accelerate profitable growth.

We work very frequently at the intersection of marketing, innovation and sales management. We are a specialist consulting, training and coaching firm focusing on knowledge and technology intensive industrial sectors.

Bauwen Consulting is run by founder and managing director Guy Bauwen



Guy Bauwen
Connect with Guy at LinkedIn



Bauwen Consulting obtained the European Qfor quality label as consultancy firm & as training institute

The **objectives** of the action workshop

B2B Product Marketing Leadership

Learn and practice how to:

1. Address B2B Hi-Tech Product Marketing with the right strategic planning and action tools and techniques.
2. Activate your product marketing management to champion an outcome orientation and to focus on profit, pruning and growth.
3. Add substantial value to your internal and external customers and to your company's top line and bottom line.
4. Accelerate, make faster and better product marketing decisions, leverage and de-average dynamic capabilities and get better results.
5. Align your teams and collaborate more effectively with other departments and with your customers and partners.

Strategic Product Marketing Action Workshop: 2-Day Program Overview

Day 1 *action workshop*

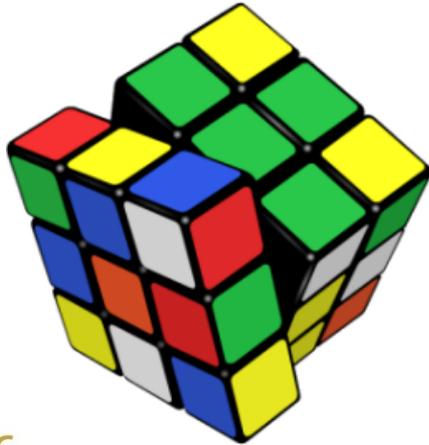
- Introduction, scope, objectives and methodology
- Market dynamics and opportunities
- Creating an entrepreneurial marketing mind-set
- Strategy development & planning processes
- Market leadership value disciplines and planning
- Leveraging strategic & dynamic capabilities

Day 2 *action workshop*

- Planning barriers and major challenges
- New offering commercialization & market shaping
- Strategic marketing planning
- Market and business development strategies
- Marketing & selling your marketing plan initiatives
- Conclusions, lessons learned and formulating actions

MBD: Market and Business Development

The content described above only serves as an example and can be adjusted by the seminar leader following feedback



The program fee includes:

- **two days of intensive & interactive training**
- **a strategic assessment & recommendations**
- workshop material in English, frameworks, lunches, coffee breaks are included.

The fee per participant: **1375 Euro** (TVA 21% excluded),

KMO-portefeuille: Grants for Flemish KMO's
This program will be delivered in English.



The **number of participants** is limited.

Participants are expected to be able to follow an intensive and interactive program that will test their analytical, strategic, commercial and communicative skills.

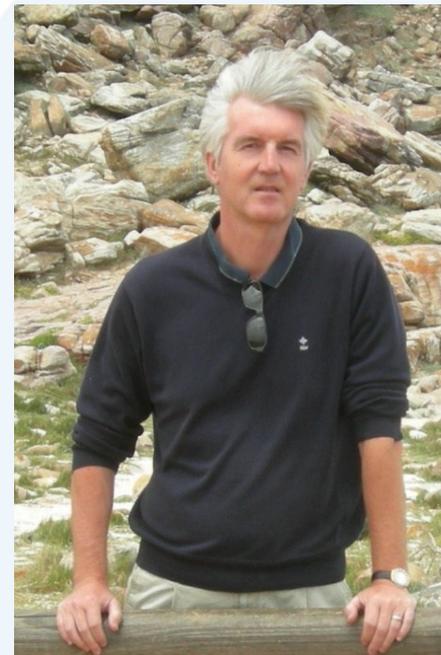
After completion of the workshop, the participants will receive a certificate.

Special arrangements are available to companies sponsoring teams of three or more participants.

Please contact us for in-company action workshops.

If you wish to attend, visit our website: **www.bauwenconsulting.com**.

References



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