

In my entire life, I have never known a company going bankrupt because of poor products. They fail because of lack of customers. 80% of all corporate value resides in intangible assets, which don't appear on balance sheets, yet it is these assets, principally customer relationships, which create customer value.

Prof. Dr. Malcolm McDonald

DEVELOPING WINNING STRATEGIES TO GROW SALES & PROFITS

Special Management Program with Prof. Dr. Malcolm McDonald

20 October 2014
Karachi Marriott Hotel

22 October 2014
Pearl Continental Hotel, Lahore

23 October 2014
Islamabad Marriott Hotel

Timings: 9 am to 5 pm

Cited as one of the world's top thinkers who have shaped the landscape of marketing along with **Peter Drucker, Theodore Levitt, Michael Porter, Philip Kotler, Regis McKenna and Don Tapscott.**



PROF. DR. MALCOLM H. B. MCDONALD MA(Oxon) MSc PhD DLitt DSc

- Professor of Marketing - Cranfield University, UK
- Author of 48 books including the Best Seller "*Marketing Plans*"
- UK Customer Experience Lifetime Achievement Award
- UK's Top Ten Business Consultants - The Times
- Cited one of World's Top 07 Thinkers - Marketing Business
- Former Chairman - Brand Finance Plc, UK
- Honorary Professor - Warwick Business School, UK
- Visiting Professor - Henley, Aston and Bradford Business Schools

**World's #1
STRATEGIC
MARKETING GURU
LIVE IN PERSON!**

"Your talk in Sri Lanka, which went down exceedingly well, was regarded as being far better than Philip Kotler"

Chris Daley - Director, Chartered Institute of Marketing, UK

Presentation Summary

In full-day session with Prof. Dr. Malcolm McDonald, you can expect a dynamic, interactive, high-content program based on years of objective research around the globe while working alongside some of the world's biggest organizations by the "World's Greatest Strategic Marketing Planning Expert" that will energize and equip you and your sales, marketing and management professionals to succeed in today's ever-changing and increasingly complicated marketplace.

After this program, you will leave with a greater understanding of the current marketplace and what you and your team must do to not only survive, but thrive in it. You will leave enthusiastic about the future of your business.

5 Key Management Lessons for Success

This Masterclass will include:

1. Introductory comments, that will include the pointlessness of P&L statements in the absence of market-based information; the wide range of B2B relationships and their **impact on profitability**; marketing and factors for success; the contents of value propositions
2. **Ten Questions** that will include market definition; sophisticated needs-based market segmentation; defining differential advantage; setting profit-maximising marketing objectives and strategies; assessing quantitatively strategy risk
3. Calculating whether the strategy creates or destroys **shareholder value**; measuring the effectiveness of marketing expenditure with the right marketing metrics
4. All the topics will be illustrated with **real life examples** from companies such as 3M, GE, P&G, Tetrapak and the like
5. Appendix containing **post-conference exercises** for delegates.

Objectives

This Master class is very much about providing delegates with a real world tool kit to grow sales and profits.

To understand..

- .. the purpose of strategic marketing and its role in corporate strategy
- .. the limitations of traditional accounting methods (e.g. P&L and Balance Sheets)
- .. how to prepare quantified value propositions
- .. how to understand customer needs better
- .. how to prioritise marketing objectives and strategies
- .. the importance of shareholder value
- .. where risk fits in
- .. the linkage between marketing, operations and finance in delivering shareholder value

To provide..

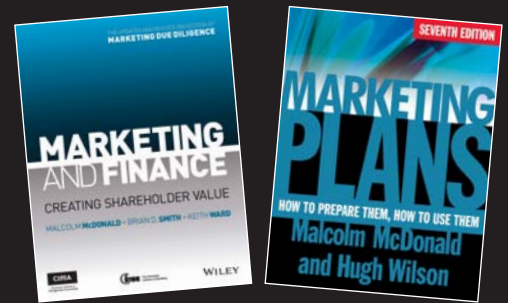
- .. a simple but powerful model to put theory into practice
- .. a matrix to identify long-term value creation action
- .. a call to action

To show how to..

- .. develop a winning market strategy
- .. answer ten crucial questions senior executives are asking about marketing effectiveness
- .. prove whether marketing strategies are creating or destroying shareholder value

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**Special Management Program
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Bestsellers by Prof. Dr. Malcolm McDonald

"Learn from the Master"

Join us for this rare opportunity to spend a day in dialogue with Prof. Dr. Malcolm McDonald.

Attendees will be provided with enough talk time for serious debate.

Dr. McDonald loves to be challenged!



Certificate personally signed by
Prof. Dr. Malcolm H.B. McDonald

This prestigious certificate will be given to each participant as a proof of learning the core marketing and management mantras from the World's #1 Strategic Marketing Planning Guru.

Regular Tuition Fee: Rs. 35,000 per participant

(Includes courseware, certificate, lunch, refreshments and business networking)

Early Bird Discounts: Rs. 30,000 per participant (If you register and pay till 30 September 2014)

Special Discount: Rs. 27,000 per participant for the members of *Marketing Association of Pakistan only

Group Discount: 10% Discount on 5 or more nominations from the same organization

For registration(s), send us your
Name, Designation, Organization, Mobile, E-Mail and Postal Address
to register@terrabizgroup.com

For further information please contact
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Terrabiz Cancellation Policy: For cancellations made in the 7 working days to the workshop, no refunds will be given. Cancellations must be confirmed by email. Substitutions may be made at any time.