

***Marketing skill***

***“Workouts”***

***No time to learn?* Problem solved with 1 day intensive workshops that will drive business growth and motivate your team**

**Key Benefits:**

* Latest in world-class thinking/tools/case studies

* Ability to “customize” to address your specific business issues
* Take-away “checklists” to embed behaviors and skills
* Asian context / relevance
* Proven quality

**Key Topics:**

* Developing Strong Brand Plans
* Writing inspiring Briefs/Creative Evaluation
* Shopper Marketing/Developing Retail Promotions
* Brilliant Launch Management
* Improving Marketing R.O.I.
* Driving Brand Growth without Product Innovation
* Insight/Concept Development
* Integrating Digital Channels
* Creativity and Idea Generation

**Why me?**

The latest thinking, made practical and actionable.

20 years of business experience combined with over 10 years of proven training/facilitation for major “blue-chip” clients, regularly scoring 90%+ satisfaction

*World Class Quality without the costs*