

BCSC Retail Marketing Training in Partnership with the Chartered Institute of Marketing

Wednesday 28 – Thursday 29 September 2016

Outputs/Learning Outcomes

The learning outcomes from the training will allow individuals to:

- Measure and improve efficacy of marketing activity and help raise the bar of industry marketing
- Increase other stakeholders' confidence (such as retailers) in the effectiveness of retail property marketing
- Allow individuals to demonstrate value for money and ROI for budget setting and justification
- Develop expertise and educate newcomers to the sector and as an essential part of marketers' CPD activity
- Enhance good practice overall.

Structure

- The 2 days are divided into shorter modules (30-60 mins) focusing on developing a communications strategy on day one and implementing a communications plan on day two
- Each module will include class discussion, best practice examples, models and tools, reference to the [BCSC Marketing Metrics for Shopping Centres](#) best practice guide and templates, best practice examples from retail or related industries e.g. hotels, theme parks, sporting venues, cinemas, airports, gas stations, attractions
- Delegates will be divided into groups of 4-6 people and each group will be given a retail case study to work on for the two days. They will set their objectives, agree their target audience, and develop their strategy, measurement recommendations and communications plan over the course of the 2 days. The session will conclude with the groups completing a brief using the new templates.

Programme – Day One

Developing a Communications Strategy

Registration: 09:30

Time	Module	Content
10:00	Introductions and Marketing Planning Fundamentals	<ul style="list-style-type: none"> Models used for planning e.g. SOSTAC, GOST and CIM's 6 steps for planning campaigns.
10:30	How the World's Best Companies Plan	<ul style="list-style-type: none"> Nestle Store Back Diageo Way of Brand Building Microsoft GOST Vodafone CVM.
11:15	Case Study Set Up	
11:30	Tea and Coffee Break	
11:45	Setting Objectives	<ul style="list-style-type: none"> ROI Engagement Brand objectives.
12:15	Understanding Customers	<ul style="list-style-type: none"> Principles of research (quality v quantity, claimed v observed) When to use each research type How digital channels can enhance research.
13:00	Lunch	
13:45	Segmentation and Targeting	<ul style="list-style-type: none"> Principles of segmentation Methods Why behaviours are more useful than demographics.
14:30	Insights and Propositions	<ul style="list-style-type: none"> The difference between information and insight The insight process and how to generate insights Turning insights into propositions.
15:15	Tea and Coffee Break	
15:30	Media Planning	<ul style="list-style-type: none"> How to decide what media to choose when Owned, earned and paid media Navigate's 4 stage customer engagement model and how to use it to plan media.
16:00	Budgeting and Resources	<ul style="list-style-type: none"> How to set budgets How to allocate resources How digital channels tend to use headcount rather than cash. Implications for teams
16:45	Measurement Principles	<ul style="list-style-type: none"> How to measure ROI, engagement and brand values Principle of test and learn Outcome v process measures.
17:30	Close	
TBC	Dinner	

Programme – Day Two

Implementing a Communications Plan

Registration: 08:45

Time	Module	Content
9:00	Turning Insights into Creative Ideas	<ul style="list-style-type: none"> Developing ideas for multi-channel integrated campaigns, Using insights
9:45	Best Practice Use of Offline Media	<ul style="list-style-type: none"> Focus on events, PR and promotions
10:30	Developing a Media Plan and Budget	<ul style="list-style-type: none"> Deciding which channel to use and when and how to develop a media plan
11:00	Tea and Coffee Break	
11:15	Marketing Communication Trends	<ul style="list-style-type: none"> Focus on digital, content marketing Pull rather than push How consumer buying behaviour is changing ROPO.
11:45	Digital Acquisition Channels (SEO)	<ul style="list-style-type: none"> Best practice use of SEO Google adwords Selecting keywords
12:15	Digital Acquisition Channels (Display and Influencing Influencers)	<ul style="list-style-type: none"> Paid search Display ad targeting, Influencing the influencers How to measure each channel.
13:00	Lunch	
13:45	Digital Engagement Channels - Social	<ul style="list-style-type: none"> Best practice use of social media - Facebook, YouTube, Twitter, Periscope and Instagram When and how to use each for engagement Promotions Customer service and how to measure each Importance of video content.
14:45	Digital Engagement Channels - Mobile	<ul style="list-style-type: none"> When to use san app v mobile site Using WiFi in centres QR codes
15:15	Tea and Coffee Break	
15:30	Campaign Reporting	<ul style="list-style-type: none"> How to decide what KPI's to report on for each campaign - based on your objectives, measurement principles The benefits of reporting dashboards
15:50	Creative Briefing and Managing Agencies	<ul style="list-style-type: none"> Best practice creative brief writing delivering a brief and reviewing creative work How to manage agencies The agency business model and how they make money. Challenges of running an agency and satisfying clients' needs
16:30	Close	<ul style="list-style-type: none"> Conclusions