

5-day course

**Get more** from your Marketing budget **without losing** Creativity

*Marketing and Procurement*

*Working Together, Reducing Costs, Improving Quality, Leveraging Creativity*

**Maximise Marketing Budget Impact and Remain Creative!**

*First*

**MARKETING PROCUREMENT TRAINING**

*available to the public*

**\*\* Limited to 10 delegates per course \*\***

*Top 3 benefits of attending:*

- 1. Get Marketing and Procurement to work together successfully*
- 2. Use Procurement tools to stretch your Marketing budget*
- 3. Improve quality and governance of your brands' creative needs*

Code: **TPS01 – Marketing Procurement**

Dates: Sunday 21<sup>st</sup> – Thursday 25<sup>th</sup> September 2014 (9am - 5pm)

Venue: The Bonnington Tower Hotel, Jumeirah Lakes Towers, Dubai, U.A.E.

Price: 4,900 USD / 18,000 AED per delegate

**Book your place now!**

## Marketing and Procurement: Getting you more from your budget

*Working Together, Reducing Costs, Improving Quality, Leveraging Creativity*

This 5-day course is designed to help you **identify opportunities** to **get more from your Marketing budget** and how to reduce it **without losing quality or creative material**.

### WHAT IS IT ABOUT?

- Understand how company buyers can support Marketing teams
- Guidance to Brand Managers and Marketing teams on how to identify their sourcing requirements and work with agencies to reduce losses
- Understand who-is-who and who-does-what in the advertising world for your benefit
- Identify opportunities and priorities for the different categories of spend
- Develop Marketing Services enquiry documentation including appropriate legal requirements

### WHAT WILL I LEARN?

- ✓ *How to develop* a CRM plan for collaboration between Procurement and Marketing
- ✓ *How to write* a Marketing Sourcing Strategy and Recommendation
- ✓ *How to benchmark and compare* creativity Costs
- ✓ *How to prepare* a Negotiation Plan and practise its implementation
- ✓ *How to develop* Policies and Guidelines specific for Marketing Services
- ✓ *How to determine* Remuneration for each type of spend
- ✓ *How to ensure* projects are covered by appropriate Contractual clauses
- ✓ *How to monitor, measure and manage* Agencies for long-term improvements

### COURSE SCOPE

The course covers information, examples and templates for working with:

- Creative Agencies: ATL, BTL and Digital
- Secondary Suppliers: Production & Post-Production Houses, Imagery, Music
- PR & ER Agencies
- Talent (Models, Celebrities)
- Sponsorship, Product Placement & Branded Entertainment
- Brand Activation Agencies (Direct Marketing, Events, Promoters)
- Research Agencies

### COURSE FORMAT

The format of this course includes:

- ✓ Presentation slides
- ✓ Videos and images of real brands to illustrate examples
- ✓ Case studies, business games and group discussions
- ✓ Instruction package to take away, including course notes and templates to re-use
- ✓ Q&A throughout the course to ensure you understand how to apply concepts to work
- ✓ A test at the end of the course which will allow you to identify where your gaps of understanding may be
- ✓ Certificate of completion
- ✓ Daily lunch, snacks and refreshments and wifi connection
- ✓ **BONUS:** A **1-hour follow-up phone or video call** within a month following this course is also **included** in the price, **to ensure that you can appropriately apply what you have learnt** with us, to your day-to-day job.

### WHO SHOULD ATTEND?

This course is of particular interest to all personnel responsible for Marketing and/or Creative spends and budgets, or managing Marketing Services suppliers, contracts or outsource arrangements, including:

- CMOs, Marketing Directors and Managers, Brand Managers and Assistant BMs looking to get more out of their budgets, or same quality if their budgets are cut
- CPOs, Strategic Sourcing, Purchasing and Procurement Managers or Buyers eager to leverage resources and not only have an impact on Spends, but also on Sales
- CFOs and other Finance Managers and stakeholders responsible for bottom line results

### YOUR TRAINER

Your industry expert trainer is a Marketing Procurement professional with over 15 years experience in multinationals and international Marketing environments, including 11 with Procter & Gamble in Europe and the Middle East. [ae.linkedin.com/in/genicabre](http://ae.linkedin.com/in/genicabre)

**DATES:** Sunday 21<sup>st</sup> - Thursday 25<sup>th</sup> September 2014 (5 full days course, 9am - 5pm)  
**VENUE:** The Bonnington Tower Hotel, Jumeirah Lakes Towers, Dubai, U.A.E.  
**PRICE:** 4,900 USD / 18,000 AED per delegate

This course is also available for in-house delivery. Please contact us for details.  
[info@straudico.com](mailto:info@straudico.com) +971 4 455 8575

### MARKETING PROCUREMENT

***First available public training of its kind!***

***\*\* Exclusive training - Limited to 10 delegates per course \*\****

Stretch your Marketing Budget without Losing Creativity

**Event:**      **TPS01 – Marketing Procurement**  
**Dates:**      Sunday 21<sup>st</sup> – Thursday 25<sup>th</sup> September 2014 (9am – 5pm)  
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**HOW TO REGISTER – 3 WAYS:**

- Contact **Geni** on **+971 4 455 8575**
- Send a scanned copy of this form to [info@straudico.com](mailto:info@straudico.com)
- Fill in this form online at: [www.straudico.com](http://www.straudico.com)

All registrations are subject to our Terms & Conditions which are available at [www.straudico.com/terms](http://www.straudico.com/terms). Please read them as they include important information. By submitting your registration you agree to be bound by the Terms & Conditions in full.

**DELEGATE DETAILS**

Name: .....  
 Job Title: .....  
 Email: .....  
 Tel: .....  
 Mobile: .....

**COMPANY DETAILS**

Company: .....  
 Address: .....  
 .....  
 .....  
 Country: .....  
 Tel: .....  
 Contact: .....  
 Nature of business .....

Number of employees on your site:  
 0-49       50-249       250-499       500-999       1,000+

**PAYMENTS**

A confirmation letter and invoice will be sent upon receipt of your registration. Please note that full payment must be received prior to the event. Only those delegates whose fees have been paid in full will be admitted to the event.

Please tick preferred method of payment:

**Company Cheque**

In AED, from an UAE-based bank only.

**Bank Transfer**

In AED or USD, to the following account:

Bank:            MASHREQ BANK  
 A/C Name:      STRAUDICO FZE  
 IBAN:            AE19 0330 0000 1910 0017 322  
 Swift:            BOMLAEAD

*Please note that all USD transfers should include an extra 6.00 USD per payment to cover bank clearing charges.*

**Credit Card**

A member of our team will contact you to take the details.

In any event payment must be received not later than 48 hours before the Event. Entry to the Event may be refused if payment in full is not received.

**CANCELLATION**

If you are unable to attend, a substitute delegate will be welcome in your place. Registrations cancelled more than 7 days before the Event are subject to a 200 USD / 735 AED administration charge.

Registration fees for registrations cancelled 7 days or less before the Event must be paid in full. Substitutions are welcome.

**This course is also available for in-house delivery. Please contact us for details.**