



# Strategic Marketing Roadmap: *Driving Sustainable Growth*

Atlanta, GA, March 15

## Spotlight Session

[MarketingPower.com/MKTRecession](http://MarketingPower.com/MKTRecession) • 800.AMA.1150

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## Take-aways

- A strategic and tangible roadmap for driving marketing value and ensuring organizational growth and sustainability
- New tools and techniques to establish priority target segments and their under-served needs
- Innovative approaches designed to create meaningful, differentiated value-added propositions

Today, revenue, market share and margins come under attack as consumers reassess what to buy and from whom. The perceptions of today's conditions dictate a narrower window of opportunity with a more restrictive justification for expenditures. Simple fixes to your current marketing plan may not address challenges to the value proposition.

Led by senior marketers, this program will combine practical insights and new methods to re-capture value and differentiation, and offer real-world case studies to help you create a recession-proof marketing strategy.

## Robert Kincaide, Principal, Growth Strategies/Innovation

For over 25 years, Mr. Kincaide has lead strategic growth projects for Fortune 500 firms throughout North America, Europe, Latin America and Asia/Pacific. He and his teams have created successful new products/services as well as re-invigorating existing brands for renewed growth in consumer and business-to-business categories.

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## Michael Rich, Ph.D., Executive Director and Professor, Southwest Minnesota State University

Mr. Rich conceived, developed and implemented the Southwest Marketing Advisory Center, which employes senior-level marketing students and has completed over 200 research projects for commercial and governmental organizations. He has been published in numerous marketing journals, including *Journal of Business and Industrial Marketing*, where he now serves as an associate editor. He is also the marketing advisor for the Agricultural Utilization Research Institute, and a consultant for the Small Business Development Center in Minnesota.



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## Program

### What Research Tells Us about How to Drive Value and Growth in Recessions

- Gain insight from key research findings that will equip you with actionable methods for driving value through marketing

### Tracking the Environment: A Critical Factor to Managing Marketing Strategies during a Recession

- Effective methods for monitoring the industry to ensure grounded decision-making practices that will lead to sustainability...in good times and in bad

### A New Perception of Established Marketing Tools: Choosing a Course of Action that Resonates with Buyers in Today's Conditions

- Learn to apply innovative marketing and communication approaches to ensure deep resonance with customers

### Aligning Strategic Growth Options with Your Company's Risk Tolerance to Effectively Manage Change

- Proven methods and approaches to define your organizations' risk tolerance for achieving such growth while mitigating risks

### What Business are You REALLY In?

- Delve deep into understanding target segments' needs and sharpen your strategic approach to the market

### Brand Value-Added Model

- Learn how to develop innovative approaches designed to create value-added propositions; give your consumers a compelling reason to choose your products/service over the competition

### Exercise: Brand Value-Added Model

- Work in teams to apply the Brand Value-Added Model to a major category

### Pumping Up the Value Proposition

- Get equipped with the how-to's of elevating the value proposition to ensure maximum top-line results

### Going Internal: Making the Strategy Happen

- Gain vital methods for ensuring the voice of the consumer is heard and becomes deeply embedded in the organization and into managements' actions

### Q&A and Recap