

This comprehensive and highly practical seminar, developed and taught by a former Fortune 100 senior marketing executive and top graduate business school professor, is designed to help attendees improve the success odds of their new products and services. The seminar instructs how to:

- Develop, optimize, screen, and forecast sales of new product and services ideas
- Create a business plan that assesses profitability and risk
- Develop launch marketing plans that maximize trial and repeat purchase
- Execute new products and service introductions

This Marketing Visualized Training Series is designed to help attendees achieve New Product and Services success. We provide an easy to apply framework and tools for developing, refining and launching strong competitive offerings, with an unusual range of visual examples to illustrate concepts.

Who Should Attend

- Marketing Managers, Product, & Brand Managers
- Advertising Professionals
- Research & Development & Market Research Managers
- Strategists & Financial Analysts working with brands
- Functional specialists who assist marketing departments with the development & introduction of new products & line extensions
- Consultants who work with brands
- All learning applies to Business to Consumer, Business to Business & Non-Profits

New York City

\$2,800

marketingvisualized@gmail.com

Key Topics

- Create enduring new products & services, meaningfully different from competition, that generate desired sales & profits
- Utilize helpful strategy tools to identify sizeable opportunities
- Develop, test & refine concepts/product ideas to maximize appeal
- Forecast sales potential, with upside & downsize risk assessments
- Conduct test markets & make go/no go decisions
- Determine seasonal & geographic roll-out strategies
- Extend brand equity over time
- Develop impactful, breakthrough Year 1 launch marketing plans
- Organize & manage functional groups to execute flawlessly
- Prepare a Financial Document for management & investors

What Attendees Receive

- A New Product Development Document Checklist, template and sample
- Detailed notes that explain each Plan element

Previous Participants Testimonials

There is nothing more inspiring than hearing about a story of a great idea told by its own inventor... Inventours is not about powerpoint slides or just another executive course. It is about real passion, real life, hands on innovation! It has been an amazing journey to participate at Inventours Paris, for me as a Professional but as an individual as well. I can only recommend it!

Maria Tavares, Head of Color Innovation, DSM
Inventours Paris

The objective of the Marketing Plans Program is quite practical—to develop a marketing plan for a brand. Michelle guides us through the upfront preparation for the plan, as well as the plan itself. A course with such practical implications is totally geared towards executives who can take lessons from the class one day and implement them at work the next.

Todd Simley, News Producer NBC Universal, MSNBC

Thank you for a fantastic program. I wish I had taken it sooner in my career. As I am currently working on Marketing Plan for my brands, I found it helped me change the way I approached the industry and competitive analyses, providing more meaningful and actionable insights. My agencies commented it was the most thorough background they had received in preparation for their tactical pitches.

Stacey Keamey, Deputy Director, Product Manager, US, Sanofi Pasteur

Each day will have a continental breakfast at 8:00 AM, a mid-morning break, lunch at 12:00 PM and a mid-afternoon break. The course will finish at approximately 5:00 PM each day.

Day 1

Morning: New Product Development Process

- Trend, Industry & Competitive Analyses to Focus Strategies
- Identifying Sources of New Product Ideas
- Innovative Idea Generation Techniques
- Concept & Product Development, Testing & Refinement

Afternoon: Concept/Idea Evaluation

- Positioning the Brand for Significant Market Share & Sales Volume
- Volume Forecasting
- Test Marketing Options
- Defining Success Metrics
- Reviewing Business Plan Assumptions & Financials
- Making Go, No-Go Decisions

Day 2

Morning: Maximizing Introductory Marketing Plans

- Exploring Roll-Out Options & Strategies. Geography & Seasonality
- Creating a Marketing Plan within Context of an Overall Business Plan
- Objectives, Strategies, & Tactics to Maximize Trial & Repeat
- Developing the Marketing Budget
- Determining Marketing Element Emphasis (media, digital, etc.)

Afternoon: Executing New Product Launches

- A Launch Marketing Plan Example
- Inter-Departmental Team Organization & Coordination
- Assigning Roles & Responsibilities
- Pitfalls to Avoid
- Monitoring Performance & Making Refinements

About the Instructor, Michelle Greenwald

Michelle Greenwald is a seasoned Fortune 100 marketing executive and distinguished professor. Her teaching credentials include the NYU Stern School of Business and Columbia Graduate School as well as Wharton, HEC Paris and IESE among others. Professor Greenwald is a former Senior VP at Disney, a VP GM at Pepsi, and has previously been featured as one of Ad Age's "100 Best & Brightest Women in Marketing". Her methodologies and course material have been praised by top executives at Google, Unilever, The Economist, NBC Universal, MSNBC, Estee Lauder, Johnson & Johnson and many more.

