

Applying Marketing Excellence to brands



Learning about Marketing Excellence in theory is one thing, but do you need to improve the capabilities of your brand team in applying Marketing Excellence in practice? Do you have a brand issue to address or are you looking for new opportunities for brand growth?

If so, a Live Action Learning workshop may be just what you need!

A Live Action Learning workshop is tailored to address a specific brand need:

Building an insightful patient journey to identify and prioritise opportunities for brand growth



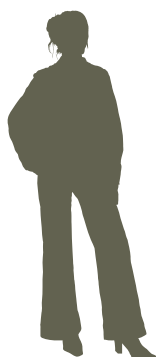
Developing and applying customer segmentation to create more engaging and impactful marketing

Insight generation and activation to unlock new opportunities or address brand issues



Developing more insightful marketing activation using behaviour change planning

We develop Live Action Learning workshops tailored to your business and the specific needs of your brand. This cross-functional brand team workshop applies Marketing Excellence to your brand to address the identified issue or need and is aligned to your marketing processes and business terminology



These workshops are designed and facilitated by an AI&P senior training consultant



These are highly experienced, motivational trainers



All have a minimum of 20 years' marketing experience in the healthcare industry, at local, regional and global levels



We have delivered training, consultancy and specialist skills to over 50 global pharmaceutical/ healthcare clients

You get immediate, tangible outcomes, plus long-term capability development for the team



Practical, immediate application of learning



Increased marketing skills/ capabilities



Tangible outputs for the brand, addressing the specific need/issue

Brand need

AI&P delivery

Outcome

