



CDMA Educational Foundation

presents a workshop

Essentials of B2B Marketing[©]

by

Dr. Robert J. Thomas

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Georgetown University, Washington, DC

When: Wednesday, April 30, 2003
Where: Westin Copley Place Hotel, Boston
The last day of the CDMA Annual Spring Meeting
What Time: 8:30 AM – 4:30 PM Registration Starts at 8 AM

Who Will Be There:

Market Development Managers, Marketing Managers,
Market Researchers, Commercial Development
Managers, Technology Managers, Industry Analysts,
Business Analysts, Research Engineers

Why: After several days of focusing on the marketing values derived from IP, branding, and industry information, Dr. Thomas gives you the opportunity to integrate them with the ten principles of strategic marketing to move towards a new marketing approach.

About Dr. Thomas: Currently teaching at Georgetown University's School of Business, and serving as Executive Director for Georgetown's Center for Professional Development, Dr. Thomas holds a Ph.D. in Marketing from Wharton School of Business, University of Pennsylvania. His many publications and books deal with new product development, organizational buying behavior, segmentation, forecasting. Consulting activity covers a broad range of industries and issues, in both short and long term projects, focusing on strategic market planning, model building, marketing research in addition to the topics covered in his books and articles. He has also provided expert testimony for several regulatory groups.

Registration Fee [includes lunch]:

\$250 w/full CDMA Spring Meeting Registration
\$375 for workshop only

Agenda

Ten Essentials for Success

Module 1 Understand Your Marketing Situation

- Take a strategic view of markets
- Understand customer needs
- Find customer value in a competitive world

Module 2 Develop a Value-Based Marketing Strategy

- Implement the STP approach
- Build strong brand equity

Module 3 Breakout to begin discussion of case study Continue discussion over lunch

Module 4 Build an Effective Marketing Plan

- Pursue innovation and integrative product development
- Use value pricing
- Integrate marketing communications
- Use strategic marketing partners
- Keep your best customers for life

Module 5 Presentation Preparation

Module 6 Five Minute Presentations of Recommendations Wrap-up and Key Learnings.

NAME: _____ BADGE NAME: _____

TITLE: _____ COMPANY : _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE/FAX/EMAIL : _____

\$250.00 w/full meeting registration \$375.00 for seminar only
Contact CDMA EF at 847-588-3326 for information on group discounts.

one person two people three people four people will attend.

Payment Information (all registrations MUST be prepaid) Grand Total \$ _____

Check enclosed - Please make checks payable to CDMA - EF

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VISA MasterCard American Express Diners Club

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Questions: **(847) 588 - 3326**

Cancellation/Refund Policy All refunds and cancellations must be made in writing.

A \$50 processing fee will be deducted for all refund requests.

100% refund will be honored on or before March 31, 2003.

50% refund between April 1 and Friday, April 15.

No refunds after April 15. Substitutions are welcome.

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