

# alfran uk Limited

developing international markets

## ADVERTISING & PRODUCT LAUNCH

Three day interactive workshop on 'How to engage with the right advertising strategy' and the best way to launch your product with individual and group exercises to help you to learn the skills you need to plan and manage your projects successfully every time.

The delegate pack will include course notes, relevant templates, checklists and case studies.

### Who should attend?

- People with little knowledge of advertising and of handling the media
- People who are intending to launch a product soon
- People who need to learn how to deal with the media quickly
- People who need to know how to effectively prepare product launch campaigns

### Objectives

- To learn the most important advertising and PR techniques
- To gain practical experience of applying these main techniques
- To develop your confidence in your ability to plan and organise a product launch

<b>INTRODUCTION TO ADVERTISING &amp; PR</b>	<ul style="list-style-type: none"> <li>• Background to advertising</li> <li>• What is meant by PR</li> <li>• Defining advertising strategy</li> <li>• The PR role</li> <li>• Types of media</li> </ul>
<b>WHAT ARE YOU ADVERTISING GOALS?</b>	<ul style="list-style-type: none"> <li>• Defining your Campaign</li> <li>• Looking at the best forms of media to promote the product or service</li> <li>• Can PR/Media relation enhance the promotion?</li> <li>• The campaign's purpose statement</li> <li>• Specifying your campaign's objectives</li> <li>• Marking the boundaries</li> <li>• Working within limitations</li> </ul>
<b>WHAT ARE THE AIMS OF THE PRODUCT LAUNCH?</b>	<ul style="list-style-type: none"> <li>• Identifying the aims of the campaign</li> <li>• Who else needs to be involved?</li> </ul>
<b>IDENTIFYING AND MANAGING STAKEHOLDERS</b>	<ul style="list-style-type: none"> <li>• Understanding your campaign's audiences</li> <li>• Identifying the drivers, supporters and observers in your audience</li> <li>• Understanding expectations</li> </ul>
<b>PROJECT PLANNING &amp; PERFORMANCE</b>	<ul style="list-style-type: none"> <li>• Scheduling and resource planning</li> <li>• Defining roles and responsibilities</li> <li>• Assigning work to team members</li> <li>• Work breakdown structure</li> <li>• Capturing key project performance data</li> <li>• Reporting procedures</li> </ul>
<b>MEETING DEADLINES</b>	<ul style="list-style-type: none"> <li>• Project's network diagram</li> <li>• Developing your schedule</li> </ul>

	<ul style="list-style-type: none"><li>• Estimating activity duration</li><li>• Displaying your schedule</li></ul>
<b>PREPARING A BUDGET</b>	<ul style="list-style-type: none"><li>• Planning for non-personnel resources</li><li>• Project costs and budgets</li><li>• Developing your project budget</li></ul>
<b>CAMPAIGN CLOSURE</b>	<ul style="list-style-type: none"><li>• Planning for successful campaign closure</li><li>• The remaining administrative issues</li><li>• The post-campaign evaluation</li></ul>