



AFRICAN ADVANCED LEVEL TELECOMMUNICATIONS INSTITUTE (AFRALTI)

TRAINING WORKSHOP OUTLINE

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| Title: | Marketing Strategies in Telecoms |
| Date: | 15th - 19th August 2016 |
| Duration: | 5 Days |
| Venue: | Lilongwe, Malawi |
| Tuition Fee: | USD1,200 AFRALTI Members; USD1,440 Non-AFRALTI Members |

Course Overview:

At the heart of long-term success in this rapidly evolving sector is developing a successful business and marketing strategy that enables telecoms organisations to build a long-term relationship with their customers.

However, as the telecoms industry expands and the speed of change accelerates, customers are becoming increasingly demanding and discerning, and telecommunications companies' strategies are often misaligned with customers' expectations. Many telcos have employed generic approaches that do not translate well into telecommunications.

This practical and hands-on course offers insights, strategies and techniques to enable telecoms marketing and sales professionals to develop a holistic marketing strategy that focuses on meeting their customers' complex and fast-changing expectations.

The workshop brings Real-life examples and a case study analysis that are used throughout the programme.

Target Audience:

Telecommunication professionals working in marketing and sales as product development or sales executives, customer account managers, brand managers, and business development manager

Pre-requisite/s:

This training is designed for delegates that have at least 1-2 years' experience of marketing in telecoms environments.

Methodology:

The Marketing Strategies in Telecoms workshop provides frameworks for participants to deal with the challenges of competing in global and national markets. Along with classroom based learning, practical and highly involved discussions are key to this workshop. Working in small groups participants are encouraged to share their own challenges and solutions and to brainstorm problems and share best practice.

Workshop Learning Outcomes:

Participants to this highly practical course will be able to:

- Describe the purpose and content of corporate and marketing strategy
- Articulate a market-oriented corporate strategy
- Analyse weaknesses of telecoms marketing strategies
- Articulate a market-oriented marketing positioning statement and establish quantitative and qualitative strategic marketing objectives
- Identify the characteristics of strategic customers
- Deliver customer satisfaction in relation to customer expectations throughout their lifecycle using the strategic marketing mix
- Define the strategic assets, resources and competencies required to address strategic customers and identify key marketing partnership requirements
- Use scenario planning as a tool to minimise the risks associated with marketing strategy in telecoms.

Workshop Contents/Topics:

- The strategy development process
- Developing strategic marketing objectives
- Developing a sustainable customer strategy
- Selecting and managing successful marketing partnerships
- Future-proofing the marketing strategy
- Group presentations of case study

For more information, please contact us on

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