



CAUDIT
PROFESSIONAL
DEVELOPMENT



Marketing the value of IT
Workshop



Starting 31st July 2023

This high-level workshop is ideal for anyone who works within IT at CAUDIT member organisations who wants to:

- Get better engagement for IT products and services
- Make sure ITs value is recognised
- Increase the positive perception of IT as a partner with the organisation

ABOUT THIS WORKSHOP

Participating in this highly interactive workshop will help your organisation focus on benefits and solutions, not features and functions. The workshop guides you through a step-by-step process for building a marketing plan that is scalable depending on what you plan to market, and to whom.

Participants will leave the workshop with a drafted Marketing Plan for a selected IT initiative. Whether you are executing a large-scale IT marketing effort, or just ensuring that people in your IT organisation are communicating the same consistent marketing messages, you will find it in this workshop.

The perception of IT as a trusted resource is critical in today's environment, you will soon realise that marketing the value of IT is everyone's job.

OVERVIEW AND LEARNING OUTCOMES

We describe marketing as “creating an awareness of IT's value”. It is more important than ever to communicate to the organisation how IT can help the company's bottom line. And every level in the IT Department needs to effectively communicate this important message. We must learn to market effectively to create buy-in and engagement for our IT engagements as well as to impact the organisation's perception of IT.





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During the workshop participants will:

- Define marketing and its role in your team
- Understand the value your team brings to the table
- Leverage the power of “hallway marketing”
- Learn the 13 essential elements for developing a marketing plan
- Create a draft marketing plan using our proven methodology
- Implement proven techniques based on your target audience and objectives
- Use market research and best practices to profile your clients (existing and potential)
- Measure your effectiveness against our indicators of successful marketing
- Discover the power of branding
- Add value to every client transaction by focusing on their WIIFMs
- Deliver consistent marketing messages your clients understand

KEY TOPICS

- Why market?
- What is marketing, really?
- Marketing downforces and upforces
- Marketing philosophies
- Marketing is everyone’s job
- Demographics
- Environmental forces
- Communication strategies
- Marketing success indicators
- Causes of marketing resistance
- WIIFMS (What’s In It For Me?)
- Developing your teams marketing plan
- Techniques for effective marketing
- Market research
- The power of branding
- Marketing case studies
- Putting it all together

Marketing the Value of IT is delivered by Lou Markstrom from Results Group International.





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DELIVERY MODE AND WORKSHOP DATES:

The workshop will be delivered over four, 3hr online sessions on the following dates:

- Monday 31st July 2023 10am - 1pm AEST
- Tuesday 01 August 2023 10am - 1pm AEST
- Monday 7 August 2023 10am - 1pm AEST
- Tuesday 8 August 2023 10am - 1pm AEST

It is beneficial if groups of 2 -3 participants from the same organisation attend. This will allow you to create/implement an authentic marketing plan for an existing project together. It is o.k if this isn't possible and individual participants will be placed within small groups to work on your individual plans.

Please note that places are limited. Should the session fill, and depending on demand we will look at holding a second workshop.