

**A Practical Guide to Successful Marketing  
'making marketing work for you'  
Thursday 31 October 2019  
London (Venue to be confirmed)  
CUBO Rate £315 + VAT & General Rate £393.75 + VAT**

### **Why should you attend?**

In these current changing political and economic times, delivering the best possible student and customer experience is critical, not only to the successful recruitment and retention of students, but also to supporting financial sustainability of the Higher Education sector.

This highly interactive and practical training seminar is designed to demonstrate how powerful a tool marketing can be in the achievement of these objectives, by providing fascinating insight into how and why it works. Delegates will gain a valuable overview of the different marketing tools and channels available to them and when and how they can be used to deliver real differentiation and results.

### **Who should attend?**

This seminar is a great professional development opportunity for supervisors and managers whose roles directly influence the student and customer experience. With practical examples and case studies drawn from catering, retail and conference and events sectors, the course is particularly valuable to team leaders and managers who need to gain a wider understanding of how the principles of marketing can help them and their teams excel.

### **What are the aims of the training session?**

Based on previous UHS delegate feedback, this programme sets out to provide an engaging and practical introduction to some of the principles of effective marketing, helping delegates understand the fundamentals of marketing best practice and how these can be applied, practically, to their areas of responsibility.

It's a highly interactive programme, where delegates will have the opportunity to discuss:

- ✓ Why there are not just four Ps in the Marketing Mix but 5
- ✓ What Maslow's hierarchy of need can teach us today
- ✓ Why terms like Millennial and Gen Z matter
- ✓ How to segment your customers using the information available to you and why you should bother!
- ✓ What branding really means today and why it is so important
- ✓ Multi-channel marketing and choosing the right tools for the job

Throughout the course, case studies will be used to illustrate best (and worst) practice and delegates will be encouraged to share their own examples and experiences. They will gain experience on how to measure success and use this information to overcome future obstacles. Working in small groups, marketing activity plans will be created by the delegates. Professional input and coaching will be given throughout the session, along with top tips for creating a brilliant brief for both colleagues and external agencies.

## What will we get out of the day?

At the end of the training, delegates will:

- Understand how and why marketing works
- Have discussed a wide range of marketing tools and how to select the most suitable ones to achieve the best outcomes
- Understand branding and how to deliver an authentic branded experience
- How to better understand your customers and adapt your service to meet their needs
- Develop a marketing communications plan for your own business
- Know how to brief your Internal Marketing team and or external marketing resource in order to fully achieve your objectives
- Network and share your experiences with other fellow professionals in similar roles
- Understand how to use marketing as a real differentiator.

## How do we book on this course?

Please follow the link below:-

[https://www.universityhospitality.co.uk/?post\\_type=seminar&p=1595&preview=true](https://www.universityhospitality.co.uk/?post_type=seminar&p=1595&preview=true)

## Trainer – Vicky La Trobe



Vicky La Trobe's career initially spanned 15 years in senior marketing and brand development roles for European and International Hotel companies, including Choice Hotels Europe and Millennium Hotels and Resorts. A 3 year stint as Marketing Director for the contract catering company ARAMARK followed where she developed marketing and retail strategies for the Business and Industry, Off shore and Higher Education sectors.

In January 2011, she founded Fourpoints Management Ltd, a specialist Marketing and Management consultancy helping a wide range of clients in the public and private sectors discover and develop the full potential of their businesses and her clients have included a number of Universities whom she has helped with development of their commercial strategies. Her experience of working in both the commercial and University sectors brings valuable insight and a clear understanding of the realities and challenges faced by those working within the sector today.

## Testimonials & Press

"Vicky is a consummate professional, focussed on customer needs. She is skilled in project management, organisational change and team building and I have no hesitation in recommending her".

***Chris Cobb, Chief Operating Officer and University Secretary, University of London***

"A high energy consultant, Vicky excels in motivating team members to deliver stretching targets. She does all of the above with a healthy dose of pragmatism and a great sense of humour!

***Bridget Boylan, Director of Strategic Projects and Change, Brunel University***

## The Venue

The training course will be held in London, (venue to be confirmed).

## The Timings

Registration will be from 9.30 am with the seminar commencing promptly at 10.00 am. The training day will conclude at 3.30 pm. Joining instructions will be sent out approximately 2 weeks prior to the event.