# GO TO MARKET: HOW TO WIN WORK ABROAD

The Newbiz Academy

Registration by e-mail and response within 48 hours with a minimum lead time of 1 month. All training sessions are tailored to the agency, for a tailored quote e-mail pia@thepdmstudio.com.

### **Prep - Online session**

Understand current agency offer, client setup and positioning Discuss agency ambitions and relevant case studies Understand current marketing and newbiz plan

### Module 1 - Go to Market Strategy

Understanding the Market Landscape: Analysing the agency market in the US, UK wider EMEA and identifying unique challenges and opportunities. Define focus area 1–2 markets at a time

Define competitor base and target audience

Positioning: Update key messages for chosen market with relevant work Promoting: Relevant experience and marketing channels

Prospecting: Client Development + Newbiz targets

• Shared in a 1/2 day workshop

### Module 2 - The Plan

Actionable 'Go to Market' Planning: Developing a comprehensive New Business Plan, defining commercial targets, ideal client profiles, communication channels, key messages, and performance metrics. Discuss potential agency partnerships and relevant events

• Shared in a 1/2 day workshop

### Conclusion

Go to Market Plan and individual KPIs with a clear action plan. Possible on-going support - depends on agency set up

#### **Objectives**

- Define international development goal and markets
- Understand target markets and potential prospects
- Develop key target areas in chosen market with tailored comms
- Clear strategy to enter chosen markets
- At the end of the course, participants will be able to action a 'Go to Market' strategy and plan.

## Audience

- Founder or MD, CEO
- Senior Biz Dev lead
- Senior client leads

Anyone working in a creative agency who might be key in developing the offer abroad.

### Method

The course is designed to be interactive, alternating theory and practice. The emphasis is on practical exercises based on real examples workshops and methodologies are illustrated with examples and then applied in real situations.

#### **Participants**

Individual or group training for up to 5 participants per agency

#### Rates

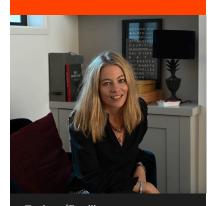
from 2 x € 1,800

+ transport costs from london All training sessions are tailored

### **Duration**

2x 1/2 days in person Online pre-session

**Location**At the agency



Trainer/Facilitator:

Pia de Malherbe

New business consultant,
trainer and founder of The
Newbiz Academy.

Over 20 years' experience in new business and marketing for agencies. Pia has helped UK agencies establish business in Europe, Asia as well as the US. She worked between London and NYC for several years developing key client accounts for several agencies. She also has experience of building up US agencies in EMEA.