

Supporting Performance Excellence

Effectively Implementing Marketing Knowledge Management System

How to Build your Organization's Marketing Knowledge System in a Systematic Manner!

Helping Build a World Class Cost Effective Organization

2 Week Training Workshop

- ✓ Reduce Rework & Increase Productivity
- ✓ Build Competency Tests and Insulate Organization From Attrition
- ✓ Create a Learning Organization
- ✓ Strategies to Capture Knowledge from Retiring Employees

A 2 Week Training Workshop

Program Overview

Marketing Knowledge Capture and its Reuse is Key to Organizational Success. It helps Enhance Productivity, Builds a Learning Organization, Helps Organizational Control of its Key Marketing Knowledge Resources, Helps setup a Cost Effective Training and Mentoring System, Helps Mentoring Systems, Helps Develop Internal Competency Testing & Certification and Helps build the competencies that support implementing your Organizational Strategic Objectives.

The program introduces you to a easy to Understand and Implement Step-by-step methodology to collect your organizations Marketing Knowledge and make it available for decision making. After attending the program the participant will take away an Action Plan to Implement KM in his Department, Business Unit or Organization.

Program Content

1. Understanding Knowledge
2. Reusable Work Products - Don't Reinvent the Wheel.
3. Marketing Knowledge Enabled Organizations and Departments
4. Marketing Knowledge Management Processes
5. Process Approach to Management
6. Documenting Process Knowledge
7. Identifying Organizational Knowledge
8. Methodologies for Capturing Knowledge
9. Motivation Methods for Encouraging Marketing Knowledge Sharing
10. Setting Up Marketing Knowledge Management Team
11. Communicating Organizational Knowledge
12. Marketing Knowledge System for Supporting Business Processes
13. Marketing Knowledge System for Enabling Management Control
14. Marketing Knowledge System for Cost Effective Training and Mentoring
15. Marketing Knowledge Systems for Building Internal Competency Testing System
16. Marketing Knowledge System to Support Strategic Objectives
17. Evaluating your Marketing Knowledge System
18. Workshop 1
19. Workshop 2

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20. Advanced Topics - More Details on Some Above Issues Important for Participants
21. Increasing Productivity through Using Standard Forms, Templates, Checklists to Perform the Work Processes
22. Your Step by Step Action Plan
23. Program Recommendations

Who Should Attend?

All Executives, Supervisors and Professionals in every field. Those new to the field take away a good multi-discipline understanding of the issues involved in implementing Marketing Knowledge Management in their work areas.

Particularly useful for Implementation Teams: This program can be used to train implementation teams - when a Marketing Knowledge Management project or initiative is being started in your organization; when a new KM strategic focus is being initiated, or, just prior to hiring a consultant to advise the organization on KM System Implementation. A team attending together will ensure that they will get a common understanding of the issues and methods and will be able to successfully work together to setup a KM System in their organization or business unit.

Program Outcomes and Take-Away/s

Euro Training is in the business of providing practical useful training programs. Programs that

1. Help the participant implement improvements in his organization.
2. Help the participant gain Multi-discipline understanding of the issues so that he can incorporate the needs and expectations of all his stakeholders/ customers in his improvement proposals and actions.
3. Help build a knowledge framework in which job related experience can be caught and remembered as his experience.

Benefits to Organization

Sending participant/s to this program will benefit the organization in the following ways

1. Quickly makes the participants competent, effective and productive on his job. Useful especially for
 1. Training New employees
 2. Competency Building in Existing Employees Transferred to a New Assignment
 3. Training Prior to a New Project or Initiative Planned in the Organization
2. Create Competency in the employee to perform his job well. including in relation to
 1. Relevant Technical Knowledge, Skills and Competencies
 2. Organizations' Strategic Objectives
 3. Needs and Expectations of the Stakeholders/ Customers (internal & external)
 4. Good Management Practices
 5. Identifying opportunities to Exceed Stakeholder/ Customer Expectations
3. Create a pool of trained manpower that can cost-effectively disseminate the knowledge to a large number of employees inside the organization. This is made possible by Euro Training's unique, easy to understand and easy to use methodology, based on *checklist and quality assurance* approaches.
4. Euro Training instructors often act as mentors for the participants. It's the most effective way to ensure effective competency development and the subsequent application of those competencies on the job, by your motivated staff. We do have consultants available across Americas, Europe, Asia and Africa (Please

inquire about our post program mentoring plans).

Participant Individual Career Benefits

1. You gain a multi-discipline understanding of the issues. Meaning when you make proposals and decisions on your related job you will keep in mind the needs and expectations of ALL the stakeholders/customers (internal & external)
2. Understanding and acting with understanding of the Needs and Expectations of your stakeholders/customers is known to enhance Job Satisfaction and reduce Monday Morning Blues.
3. As one of your stakeholders/customers is Executive Management, the program ensures that you know the strategic imperatives that drive the organization's efforts in your relevant job area.

This Program is Intended for...

Those new to the field take away a good multi-discipline understanding of the issues involved in their work. It helps them in becoming productive quickly and in building a knowledge framework that will help them identify, understand, classify and remember on the job learning and experiences.

More experienced participants take away an individualized action plan as mentioned in the previous sections.

Implementation Teams: This program can be used to train implementation teams...

1. when a new project or initiative is being started in your organization
2. when a new strategic focus is being initiated
3. just prior to a consultant being hired to advise the organization

Each participant will take away a memorable and potentially life changing experience from the program.

No limitations are being placed on who can attend. If you are interested in the program

outcomes and takeaways, or feel you can benefit from the organizational and personal benefits mentioned above, you are welcome to register for this program. Program instructors have the knowledge, experience and access to resources required to customize the program to the specific job related needs of each program group

Registration Recommendations

Team Nominations: This program aims to ensure the participants have their individualized improvement plan at the end of the program. So, foreseeing the effort involved, anticipating resistance and implementation requirements, it is recommended that the organization nominate **at least two participants together** (three will be more desirable) for this program.

It is anticipated that these 2 or more participants will work together as a team or provide mutual support in order to implement the action plan.

Single nominations will also be accepted for the program. Single nominations are typically used to -

1. Develop personnel skills in critical skills and methodologies covered in this program.
2. Train individuals for leadership roles in business units or departments. This program will help the participant coach and lead his team in these critical skills and methodologies. (The program typically does not cover coaching skills but provides the related technical understanding in an easy to communicate manner).

For Latest Program Schedule Email:

qkm828-2@EuroTraining.com

www.eurotraining.com/bro/qkm828-2.php

REGISTRATION FORM	
Program:	Effectively Implementing Marketing Knowledge Management System Training Program (QKM828-2)
Location Where Attending:	
Program Dates:	
Whether Participant will Consider Alternate date if one requested is not available:	
Participant Name Prefix: Mr/Ms/Mrs	
Participant Name:	
Participant Job Title:	
Participant Department & Section:	
Participant Employer/ Company:	
Participant's Present Job Responsibilities:	
Participant Email Address:	
Participant Mobile Number:	
<u>Sponsored by:</u>	
Sponsoring Company:	
Job Title of Sponsoring Authority:	
Name of Sponsoring Authority:	
Email of Sponsoring Authority:	
Fax of Sponsoring Authority:	
Telephone Nos. of Sponsoring Authority:	
Web Site of Sponsoring Company:	
Invoice Reference:	
Invoicing Address:	

REGISTRATION INFORMATION

1. To register: Please send us an official letter confirming registration (on organizational letterhead or Authorized Email).
2. Program Fee is
 - o USD \$8,900 per participant and includes Course Materials, Certificate, Refreshments and Lunch. (Fee at London, Paris and Kula Lumpur is \$9,790 per participant)
3. Accommodation & Taxes/VAT (if applicable) is not included in Program fee. Special rates will be available at venue hotel for the participants.
4. Special discount of 10% is offered for participants who pay their fees at least 45 days before start of the program.
5. Refund will not be considered where the participants cancel his registration less than 3 weeks before start of the program. Alternate nominations will be allowed anytime before program start.
6. All participants are required to fill in Participant Information form - on first day of the program. Each program Undergoes Customization to Better Meet Participant Present and Future Career Needs. Please be prepared to let the Instructor/s know about your organization's Special Needs, Interests or Initiatives.
7. It is always useful for participants to bring their existing problems or case studies, work-process flow charts or job related problems for discussion - consideration will be at sole discretion of the program director/s.
8. Provisional Registration: You can make a provisional registration by sending us an email – an official registration request can be made within 2 weeks. This will ensure we will reserve a seat. All provisional registrations automatically cancel 2 weeks before program start.
9. Please note: No Live Voice Requests for Registration or Provisional Registrations.

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