



Phil Brown | April 2014

From Thought Leadership to Revenue Workshop

Thought leadership is an increasingly vital tool in B2B marketing. It can offer a range of benefits, from increasing brand awareness to market positioning to demand generation. However many organisations struggle to deliver fully joined up thought leadership-led programmes, and as a result fail to convert their insights and opinions into pipeline and sales.

Our From Thought Leadership To Revenue workshop is designed to help organisations understand the steps required to build a successful thought leadership programme and gives them the opportunity to build a high-level plan of action in a facilitated environment.

The workshop is based on our proven From Thought Leadership to Revenue framework, which offers a structured approach to building an end-to-end thought leadership programme that actually delivers results.

Participants will have the opportunity to review their existing activities, identify gaps and areas of weakness, and build a more robust platform for delivering a successful programme.

The workshop will be highly interactive and facilitated by OneGTM's Strategy & Planning Director, Phil Brown, who has worked with many leading companies on developing successful insight-led marketing programmes.

Who's it for?

Sales and marketing leadership teams operating within B2B markets, who wish to develop a new thought leadership led marketing programme or refresh an existing programme.

What are the objectives?

The workshop is designed to enable participants to:

- Understand the key elements of a thought leadership programme intended to drive incremental demand.
- Review existing activities and identify gaps in existing knowledge and resources.
- Build a high-level thought leadership plan, including the point of view, content plan, sales enablement, and communications plan.
- Agree the actions required to build a complete plan.

Logistics and timing

The workshop would typically be delivered at the client's own site, depending on the availability of suitable facilities. Off-site venues can be arranged.

The workshop is designed to be a full day session, e.g. 9am – 5pm

To find out more about our workshops, or how OneGTM can help you, speak to a member of our team by calling **0203 693 1211** or e-mailing us here.

About OneGTM

OneGTM specialises in helping clients in the technology and telecoms sectors to create and execute go-to-market programmes that deliver profitable growth. Our services range from market research and strategic planning, through to channel enablement and demand generation.

To find out how OneGTM
can help your business
call **0203 693 1211**
email **info@onegtm.com**
or visit **onegtm.com**