



MARKETING TRAINING COURSES Autumn 2011

SHANGHAI
SEPTEMBER 22-23 2011

Market with Intelligence
Value-Based Marketing



MARKET RESEARCH WITH INTELLIGENCE

www.b2binternational.com/china
Americas | EMEA | Asia-Pacific

B2B International Training

B2B International is more than a leading business-to-business market research specialist. We are also recognised experts in marketing and sales training, having provided both tailor-made and public training courses to some of the largest organisations in the world, including Air Products, Britvic, Deutsche Telekom, Dow Chemical, Dow Corning, Grundfos, Intel, International Paper, Michelin, Owens Corning, Shell and Yahoo! in over 100 countries.

Our latest training course schedule is shown below:

What	When
<ul style="list-style-type: none"> Market with Intelligence 	<ul style="list-style-type: none"> Thursday September 22, 2011
<ul style="list-style-type: none"> Value-Based Marketing 	<ul style="list-style-type: none"> Friday September 23, 2011

What Makes B2B International's Training Courses Different?

Our team has decades of experience in the field. However, we also understand how valuable a contribution our clients make to our training events.

In addition to the insights and knowledge that our trainers bring to the table, some of the most important learnings result from the discussions and debates that our trainers stimulate, and from the practical aspects of our workshop sessions. This is why all our training courses combine unrivalled marketing and strategy know-how with the opportunity for candidates to get hands-on and practical. During the courses attendees are encouraged to:

- learn the concept, model or tool
- see how others have practised its application successfully
- apply the concept, model or tool to their own business
- decide how they can implement it in their own business

Can I Attend Just One Of The Courses?

You are welcome to attend just one of the training workshops, although of course we'd be delighted for you to join us on both of the training days! The courses have been designed as standalone units, which can each be attended individually; however, they undoubtedly complement each other to form a comprehensive two-day training programme.

Registration Fee

Attendance at our courses costs 3,000 RMB per day, which includes copies of all training materials to take away. Lunch and refreshments will also be provided and are included in the price.

What will I learn?

Market with Intelligence

Thursday, September 22, 2011

This course introduces you to the key principles of market research and how research tools can be used to grow your business.

9.30-10.30	Introduction to market research: <ul style="list-style-type: none"> Key principles of using market research for business decisions Results-driven market research
11.00-12.30	Obtaining qualitative insights for business decision-making: <ul style="list-style-type: none"> Focus groups In-depth interviewing Qualitative analysis techniques
13.30-15.00	Obtaining quantitative insights: <ul style="list-style-type: none"> Basics of quantitative research Customer satisfaction and segmentation research Advanced quantitative techniques
15.30-17.00	Turning the results of research into action: <ul style="list-style-type: none"> Analytical frameworks Presentational skills

Value-Based Marketing

Friday, September 23, 2011

Our value-based marketing workshop explores the key marketing principles and how you can make them work for you.

9.30-11.00	<ul style="list-style-type: none"> What is value-based marketing Market intelligence and value-based marketing
11.30-13.00	<ul style="list-style-type: none"> Market analysis and market mapping Market segmentation
14.00-15.30	<ul style="list-style-type: none"> Competitive intelligence Creating customer value
16.00-17.30	<ul style="list-style-type: none"> Pricing for value capture and profit Implementation and measurement Round-up & final tips

Registration

To register your attendance at either of our forthcoming training events in Shanghai, please complete this form and fax it back to +44 (0)161 440 6006 or +86 (0)21 5116 6899. Alternatively, you can email it to shanghai@b2binternational.com

If you have any further questions, or would like to book your place(s) over the phone, please contact our Shanghai and Beijing teams direct on:

- **Shanghai:** +86 (0)21 5117 5860 shanghai@b2binternational.com
- **Beijing:** +86 (0)10 6515 6642 beijing@b2binternational.com

Course Title	Date	Price per person	No. of places requested (please complete)
Market with Intelligence	Thursday, September 22, 2011	3,000 RMB	
Value-Based Marketing	Friday, September 23, 2011	3,000 RMB	

You will be sent an invoice for the total amount upon receipt of your registration form. Please note that an administration fee of 300 RMB per person will be charged for cancellations more than 14 days before the event. We are sorry but we are unable to provide refunds for places which are cancelled less than 14 days before the event. However, we are happy to accept replacement candidates at no extra charge.

Your Contact Details

Title (Mr/Mrs/Ms, etc)	<input type="text"/>	First name	<input type="text"/>	Surname	<input type="text"/>
Job title	<input type="text"/>				
Company	<input type="text"/>				
Address 1	<input type="text"/>				
Address 2	<input type="text"/>				
Address 3	<input type="text"/>	Zip	<input type="text"/>		
Email	<input type="text"/>	Tel no	<input type="text"/>		

Courses attending (please check as appropriate):

SHANGHAI Market with Intelligence Value-Based Marketing

Details of additional attendees

Name	<input type="text"/>	Job title	<input type="text"/>
Tel no	<input type="text"/>	Email	<input type="text"/>

Courses attending (please check as appropriate):

SHANGHAI Market with Intelligence Value-Based Marketing

More space for additional attendee details are overleaf

Details of additional attendees

Name Job title
Tel no Email

Courses attending (please check as appropriate):

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Details of additional attendees

Name Job title
Tel no Email

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Tel no Email

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