

## Win Work Leadership Events

In challenging times, the leadership team depend more than ever on their management and operational delivery teams having high levels of commercial awareness and being very successful in winning work.

If your challenge is to build an organisation with more coordinated and proactive win work activities, earlier client engagement, more effective cross selling and better win rates, then one of the most effective ways is to provide an uplift in the win work capability. By combining your leadership vision within our leadership event framework, we will inform and inspire their winning ways, achieve buy-in and gain their commitment to undertake renewed plans of tactical business development activity.

MarketingWorks has developed and facilitated highly effective Leadership Events that focus on winning work for some of the largest contractors and consultants in Europe and also with smaller players who wish to grow.

A carefully crafted event will deliver tangible outputs and secure buy-in from the management and operational senior teams, providing direction on the way forward with a clear plan of how to implement your leadership vision.

*Our objective is that your people will leave the event feeling inspired and motivated by your vision and furthermore equipped with confidence and an understanding of the strategies necessary to secure the organisation's future.*

Our first priority is to secure understanding of the leadership's initiatives and objectives and the outcomes you need for the event to be successful. Through understanding your priorities, we can then work with you to distil these needs into a well-structured programme, leveraging your existing marketing initiatives to make certain that they are positioned as part of the solution.

It is our experience that these events are most effective when your senior people within the business take speaker roles and get actively involved in the event. MarketingWorks can help you decide where people can be best deployed to support the programme. The event is then effectively run internally but facilitated by external advisors. It will be seen as having been crafted and developed in-house which will promote participation and commitment beyond the event itself.

### The MarketingWorks Bespoke Leadership Event

Depending on your needs, MarketingWorks can help you to develop the programme and advise on supporting materials. For some clients we have taken the role of chairman for the entire event, managing all of the interfaces and the Q&A sessions. If it is more appropriate we can chair particular sessions within the event and undertake keynote speaker slots for win work,

MarketingWorks' level of involvement can be tailored to your specific needs, but can include:

<ul style="list-style-type: none"> <li>Briefing with leadership on objectives for the event</li> </ul>	<ul style="list-style-type: none"> <li>Design of the detailed programme</li> </ul>	<ul style="list-style-type: none"> <li>Design of linked break-out activities (that enable discovery of the need to act)</li> </ul>
<ul style="list-style-type: none"> <li>Briefing notes for each speaker to help them prepare their own presentations</li> </ul>	<ul style="list-style-type: none"> <li>Briefing of task leaders to help them lead event activities</li> </ul>	<ul style="list-style-type: none"> <li>Advising on design of supporting materials</li> </ul>
<ul style="list-style-type: none"> <li>Presentation skills coaching</li> </ul>	<ul style="list-style-type: none"> <li>Chairing the full event or specific parts</li> </ul>	<ul style="list-style-type: none"> <li>Managing Q&amp;A sessions</li> </ul>
<ul style="list-style-type: none"> <li>Undertaking keynote speaker slots on any aspect of best practice business development</li> </ul>	<ul style="list-style-type: none"> <li>Capturing event actions and ideas for post event evaluation report on how feedback will inform the strategy</li> </ul>	<ul style="list-style-type: none"> <li>Providing post event support in tactical planning and skills refreshment</li> </ul>

If required we can also support ongoing implementation or assist in the development of tactical activities to underpin your vision. We can run specific workshops or events to cascade skills refreshment downwards, which will embed a winning culture and best practice business development within your organisation.

The Events Cost is fixed £2200 but a minimum budget of 2 days should be allowed for time to bespokeing, spending time with your leadership team and working with marketing support staff.