

## New Module: Two days, dedicated to B-to-B marketing!

### Introduction to Strategic Marketing for Business to Business (B2B), Business to Business to Consumer (B2B2C) & Business to Employee (B2E) Ecosystems

#### Module objective and content

Framing and understanding the fundamentals of B2B, B2B2C, B2E strategic marketing and its implication in your strategic & operational choices will broaden your vision on the way to generate & manage the value in your current or future businesses.

These two days aim to understand how to apply and adapt the fundamentals of strategic & operational marketing when you address different stakeholders in complex ecosystems.

#### Teaching method

The guiding principle of each day is divided into two parts:

- Introduction of methods & frameworks
- Case management & practices

The modules are based on real cases and some parts will be co-animated with external speaker(s)

#### Topics covered

##### DAY 1

Setting Value Propositions for Multi-Stakeholders.

- > Framing complex ecosystems
- > Aligning & building multi-stakeholder value proposition(s) & positioning
- > Case management

##### DAY 2

From strategy to operations

- > Organizational design
- > Go to market principles ("The Cold Start Problem")
- > Case management



#### The teacher

**Frederic Vandervliet** holds a Master in Business Engineering, Solvay Brussels School Economics & Management. He has a mix of corporate and entrepreneur career. He is the co-founder of Salesprize (Business to Business Internet Incentive Platform; sold in 2008) and managed a startup's incubator during 5 years. As a corporate, he worked for Proximus and he is still working for Sodexo (Benefits and rewards) where he was acting as a senior marketing before becoming a business leader (currently being VP of a region).

## Key takeaways

- Applying strategic marketing framework in complex ecosystems (B2B, B2B2C...)
- Building coherent value proposition & positioning for diverse stakeholder(s)
- Key principles for adapting marketing organization towards complex ecosystems
- Go to market rules & practices for B2B, B2B2C business



### PRICE

950€ ex. VAT for the two days' training (catering incl.)



### DATES

Tuesday 13 and Thursday 15 December



### PLACE

Building Solvay Brussels School, 42 avenue Franklin Roosevelt  
at 1050 Brussels



### TYPICAL DAY

8:30 a.m.: welcome with coffee

9:00 a.m.: course

10:30/11:00 a.m.: coffee break

12:30 p.m.: lunch

1:30 p.m.: course

3:00 p.m.: coffee break

3:30 p.m.: course

5:30 p.m.: end of the day

## INFORMATIONS

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