



A structured five month course focused on developing strong marketing leaders in fund management

The Fund Marketing Leadership programme is designed to develop a more commercial, strategic and influential voice in senior marketers. Taking place over a five month period from February to June, the Leadership programme provides technical skills, strategic perspectives and soft skills for those looking to progress in their leadership role. It is limited to 20 participants to promote a more immersive and intimate learning experience.

The course is made up of three, two-day sessions. Each day is focused on a core marketing subject, offering insights and debate from industry experts. As well as full day development workshops, the course also provides an online resource, an assessment including 1:1 coaching sessions, accountability groups and a diagnostic tool to assess current leadership abilities.

"The Leadership programme provides the skills and awareness, essential for future marketing leaders to elevate themselves to become trusted strategic advisers for senior colleagues and peers alike."

Quentin Crowe, Founder, The Marketers' Forum

This course is designed for senior marketers who are:

Looking to develop a more commercial, strategic and influential voice

Currently facing challenges within their career

Keen to grow their network, confidence and industry expertise

What you get:

Six distinctive and immersive full day learning modules with industry thought leadership guest speakers

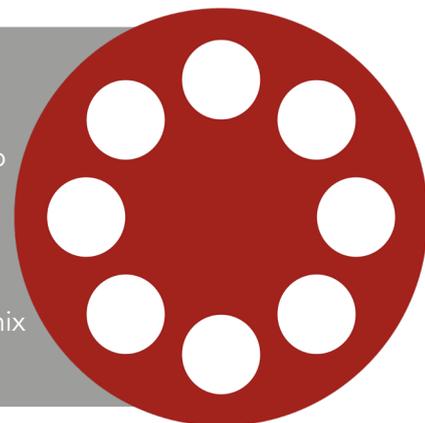
Individual coaching, accountability groups and online resources

Tools and techniques to develop skills, industry profile and confidence

To find out more or talk to us visit fundmarketingnetwork.com or email hello@fundmarketingnetwork.com

Key benefits

- Dedicated thinking time, away from the distractions of daily management, to focus on learning, sharing and developing marketing leadership skills
- Joining an exclusive senior peer group to exchange views on strategy, disruption, regulation and leadership
- Hear from and be mentored by experts across the marketing and business mix



Details of the six workshops:

Contemporary Challenges: Introduction to programme and exploration of the macro trends and issues faced by the industry. Building marketing credibility by being a thought leader on these wider issues, beyond the marketing department.

Strategic Leadership: Explore the strategic drivers for business leaders including how to create a culture of innovation, of idea generation as well as the ability to adapt to change.

Strategic Marketing Planning: Devise strategic marketing plans, to both elevate the marketing function as well as develop their own profile

Data/Digital Marketing: Understand the impact of data and digital transformation, which influences every aspect of the marketing function's contribution

Commerciality: Learn what drives the profitability and success of investment management companies and appreciate the evolving environment in which they operate

Impact & Influence: Develop the tools, strategies and confidence for influencing and creating an impact at board level

Cost

- £7,250
- Discount available for businesses already subscribed to the Fund Marketing Network

Course details

- The Clubhouse Holborn
20 St Andrew Street, EC4A 3AG
- 1st and 2nd February 2019
- 29th and 30th March 2019
- 6th and 7th June 2019

Key Learning Objectives:

Technical Skills:

- Digital strategy
- Data analysis and insight

Strategic Perspectives:

- Big picture thinking
- Commerciality

Soft Skills:

- Impact, influence and negotiation
- Profile - building executive presence

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