



## TOPIC

# Marketing planning and communications based on Romanian realities.

## SCOPE

Offer businesses on the Romanian market insights on the local market, Romanian consumers and trends.

How to identify consumers and create conversations to grow brands.

Create a comprehensive overview of communication planning and tools to support the business going to the next level.

Choosing the best strategies for products and services to be relevant through communication to specific audiences.

## AGENDA

3h seminar (9:30 – 12:30)

- I. Building communication strategies
- II. Consumer research: how research helps understanding the consumer behaviour and in what stage of the life of the brand consumer researches are fit
- III. Media insights and strategies: how to choose from tools and communication channels
- IV. Digital communications: reaching your customers on-line
- V. Public relations: building reputation and brand awareness through key opinion leaders and the media
- VI. Trade marketing and merchandising: pricing, placement, reaching the consumer
- VII. Q&A