

***WORKSHOP AGENDA 16 & 17 JANUARY 2012***

***“ENTREPRENEURIAL MARKETING: FOCUSING  
ON AND LISTENING TO THE NEEDS OF THE  
CUSTOMER”***

***Workshop will be led by:***

***Bill Aulet***

***Senior Lecturer, MIT Sloan School &***

***Managing Director, Trust Center for MIT Entrepreneurship***

## Monday January 16, 2012: *The Basics and Examples in the Real World*

- 8:45-9:30 am                    **Registration and Welcome coffe**
- 9:30 – 9:40 am                **Introduction, Overview & Goals of FPP’s Business Mentoring Program**
- The introduction and overview of the objectives of the BMP program
  - The importance of the program and expectations for participating companies
- 9:40 – 9:50 am                **Introduction and Desired Outcomes of this Workshop**
- The introduction and overview of the objectives of the Entrepreneurial Marketing two-day program
- 9:50 – 11:20 am              **Introduction of Selected Companies**
- Each company will give a brief overview of their business
  - Focus will be on CEO’s biggest head ache or constraint to growth
- 11:20 – 11:25 am              ***Quick Break***
- 11:25 – 12:30 pm              **Critical Success Factors in Entrepreneurial Marketing**
- Entrepreneurial Marketing Framework Process
  - Technology Push vs. Market Pull
  - Choosing How to Compete
- 12:30 – 1:30 pm                ***Lunch***
- 1:30 – 3:00 pm                **SensAble Technologies and Brontes Technologies Case Studies**
- The “Crossing the Chasm” challenge in high technology & how to make it a positive for you
  - Examples of how to successfully build customer focused companies from a technology base
  - Utilizing the latest internet tools to do “Inbound Marketing” and dramatically improve your marketing while simultaneously reducing costs
- 3:00 – 3:30 pm                ***Break***
- 3:30 – 4:00 pm                **Viisage Case Study**
- How to turnaround a company with its an existing course and speed
  - The importance of hearing what the customer is really saying and not what you want to hear
- 4:00 – 4:45 pm                **Marketing Communications**
- How to know when the timing is right for “MarCom”
  - What MarCom is and what it is not
  - Inbound Marketing applied

4:45 – 5:30 pm

**Discussion of Business Models to Optimize Success and Gain Competitive Advantage**

- A discussion of various business models to optimize monetization of value created
- How to choose business model appropriate for your venture

5:30 – 6:15 pm

**Perspectives on Pricing: Lessons Learned**

- The importance of pricing and the exposure
- Considerations in developing company pricing strategy
- Competitive tactics

6:15 – 6:45 pm

**Q&A for Day's Topics & Wrap Up**

7:15 – 9:00 pm

**Networking dinner**

## Tuesday January 17, 2012: *Specifics, Execution & Customization*

- 8:30 – 9:00 am            **Registration and Welcome coffe**
- 9:00 – 9:45 am            **Overview of “Blue Ocean Strategy” Marketing**
- How to change the rules of the game to produce new profitable market opportunities
  - Avoiding the mistakes of traditional “red ocean” marketing
- 9:45 – 10:15 am        **Overview of Process for Rest of Workshop: Exercise to Build High Growth Marketing Plan**
- Review of the 24 elements to a successful high growth marketing plan
  - Overview of the process to build this for the rest of the workshop
- 10:15 – 10:30 am        **Break**
- 10:30 – 12:00 am        **Interactive Exercise with Workshop Participants on First 9 Elements**
- Reviewing what each step is and why it is important
  - Providing real examples of each element
  - Work on applying each step to the participants’ companies
- 12:00 – 1:15 pm        **Working Lunch on Applying Lessons of Workshop to Build Updated Marketing Plans**
- 1:15 – 2:45 pm            **Interactive Exercise with Workshop Participants on Elements 10-19**
- Reviewing what each step is and why it is important
  - Providing real examples of each element
  - Work on applying each step to the participants’ companies
- 2:45 – 3:00 pm            **Break**
- 3:00 – 4:00 pm            **Interactive Exercise with Workshop Participants on Elements 20-24**
- Reviewing what each step is and why it is important
  - Providing real examples of each element
  - Work on applying each step to the participants’ companies
- 4:00 – 4:15 pm            **Wrap Up and Action Plan Going Forward**