

How To Both Increase The Impact Of Your Message And Save On Your Communications Budget?

[Wait Marketing] 2-day Workshop  **Marketers**



- Your target customers are already exposed to a lot of messages and you need to differentiate from your competitors?
- Your want to make the most of your communications budget?
With the [Wait Marketing] Workshop for Marketers, design within 2 days your tailored *wait marketing* campaign and start communicating with your customers at the right moment and at the right place.

Who Is The [Wait Marketing] for Marketers Workshop Intended For?

- Marketing and Communications Managers willing to maximize their acquisition and loyalty programs.
- Advertising Professionals in search for innovative and profitable ways of communicating.

Agenda

Prof. Diana Derval, inventor of Wait Marketing, will - based on practical business cases - reveal the best practice in order to increase the impact of your message while saving on your communications budget.

1 - A New Approach To Advertising

- 1.1. An unreachable advertising market
- 1.2. Consumers' dissatisfaction
- 1.3. Success of contextual advertising
- 1.4. Wait Marketing: a perfect opportunity
- 1.5. Examples of successful use of contextual advertising

2 – Effectiveness Of Wait Marketing

- 2.1. Contexts favorable to communication
- 2.2. Context-dependent media impact
- 2.3. Cartography of waiting situations
- 2.4. Consumers' behavior
- 2.5. Examples of messages memorized in a waiting context

3 – Affordable Advertising Campaigns

- 3.1. An accessible average budget
- 3.2. Defining your budget
- 3.3. Grabbing opportunities offered by Wait Marketing
- 3.4. Negotiating your budget
- 3.5. Examples of budgets

Format

2-day (9.30am-5.30pm)

Attendees

On-demand

Location

US and Europe

Registration

Call **+31 61 824 0803** or register via our website

www.wait-marketing.com

Tel +31 (0) 61 824 0803
Fax +31 (0) 61 824 0412
diana.derval@derval-research.com

Derval Research

Prinsengracht 320A
1016HX Amsterdam
The Netherlands

Payment details: Rabobank Amsterdam
SWIFT RABONL2U - IBAN NL72 RABO 3285 8698 79

VAT Number NL2573.86.981.B01
KvK Amsterdam 34258641

4 – Selecting appropriate media and choosing your business partners

- 4.1. A media adapted to the target
- 4.2. A media adapted to the message
- 4.3. A growing need for innovation
- 4.4. Choosing the right marketing agency
- 4.5. Panorama of the principal actors of Wait Marketing

5 – Building your Wait Marketing campaign

- 5.1. Main steps in a Wait Marketing campaign: the 6Ms
- 5.2. Where to find your consumers?
- 5.3. How to draw the attention of your consumers?
- 5.4. How to incite your consumers to purchase?
- 5.5. Examples of implementation

6 – Wait Marketing and Return On Investment

- 6.1. Objectives and return on investment
- 6.2. Measuring impact on brand awareness
- 6.3. Measuring impact on sales
- 6.4. Maximizing your contacts portfolio
- 6.5. Examples of return on investment measurements

7 – Towards On-demand Advertising

- 7.1. Virtual advertising
- 7.1. On-the-go advertising
- 7.2. Communication is 100% interactive
- 7.3. Consumers take control
- 7.4. Consumers talking to consumers

The Workshop will help you build your effective and efficient *Wait Marketing* campaign in 6 steps easy to take:

1 Mission

What is the objective of your communication?

2 Means

What is the size of your budget?

3 Message

Who are your customers? Which main message do you want to deliver?

4 Moment

What is the best moment for approaching your target customers?

5 Media

Which media are available and which one are the most adapted to your offering?

6 Measurement

How to measure the return on investment of your communication?

Contact Derval Research now at +31 61 824 0803

And learn how this workshop can help you increase the Impact of your communications while saving your budget



Photo: Muriel Berthelot

Prof. Diana Derval, inventor and guru of *wait marketing*, has gained a 360° advertising expertise from 15 years working with advertisers (TomTom, Société Générale, ALD Automotive, Magasins U, ViaMichelin), marketing agencies (Manalee, Purple Guru) and media (TF1 Publicité).

Author of the book *Wait Marketing : Communicate at the Right Moment at the Right Place*, Diana Derval has a Masters Degree in Marketing & Communications and holds an Executive MBA from ESSEC-Mannheim Business School.

Founder of DervalResearch, Diana Derval helps companies define and implement winning communications strategies. She initiated the *Wait Marketing Research Centre* – must have tool in order to communicate at the right moment at the right place – which offers exclusive data on customers' waiting behaviour gathered in Europe, Africa, Asia and Northern America.

Diana Derval is Professor of Marketing at the University of Wales MBA/RKC and gives lectures on *wait marketing* and contextual advertising at prestigious Business Schools and leading associations.