

## MARKETING FUNDAMENTALS' SERIES

THE MARKETING INSTITUTE HAS DEVELOPED A SUITE FOCUSED ON HELPING MARKETING PROFESSIONALS TO UNDERSTAND THE THEORY AND APPLICATION OF THE CORE FUNDAMENTALS OF MARKETING.

Ongoing feedback from our members has indicated a strong interest in the key disciplines of the profession and we have developed the series in response to this demand. While each course can be completed separately, attendees are recommended to complete all three in the series, which have been developed to complement and build on each other.



1

***'Using Insights to Gain Competitive Advantage'*** is the first in the suite, delivered by Jan Richards, Head of Insights & Planning, Dublin Airport Authority. The course delves into using insights and consumer data to fully understand your customer and differentiate your business from your competitors.

This full day programme shows marketing professionals how they can utilise and make sense of the large quantities of data collected by their organisations from their customer bases to aid in gaining competitive advantage.

The programme also includes industry case study contributions, including Kerry Foods, KBC Bank, Aer Lingus and Largo Foods.

FIND OUT MORE

Visit [mii.ie](http://mii.ie)  
or email  
[training@mii.ie](mailto:training@mii.ie)



## Jan Richards

Head of Insights & Planning, DAA

Jan is responsible for managing the significant Dublin Airport Insights & Research programme, including monitoring future customer and passenger trends, passenger tracking, continuous CX improvement programme & research feedback, and developing brand positioning strategy & measurement. Jan speaks regularly at international brand, research, innovation and CX conferences in London and abroad. Jan also has significant tourism experience having worked in brand, communication and segmentation



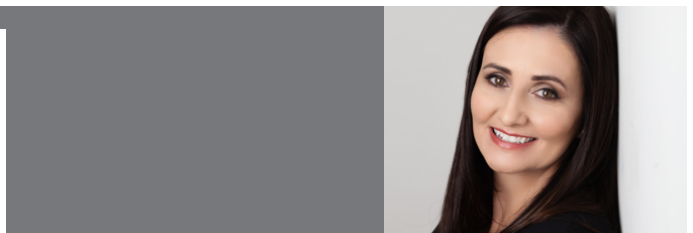
development with Bord Fáilte and Tourism Ireland. Jan worked in advertising in London, Budapest and Dublin for 16 years; she was Client Director of DDB Budapest and Planning Director of Owens DDB in Dublin, and lectures in insight development, research, marketing and communications.

## 2

The next workshop which focuses on **'Developing a Marketing Strategy'** is the second in the series and is led by Annette Ní Dhàthlaoi, Commercial & Strategic Marketing Consultant

The deception of 'short-termism', and a blind focus on return-on-investment, has put pressure on Marketers to plan and invest almost exclusively based on achieving immediate return. Strategy to build long-term meaningful engagement and profitability has never been so critical to avoid the trap of devaluing your brand and future profits.

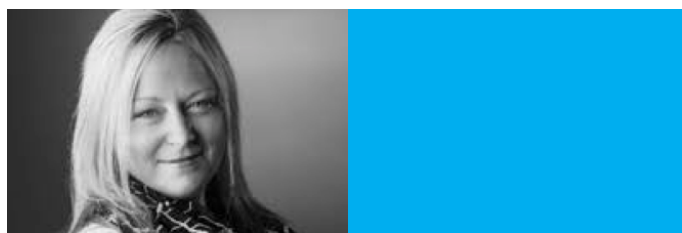
A one day course to give you confidence in how best to approach developing a Marketing Strategy in your business, and the importance of segmenting, targeting and positioning your brand in a competitive market to effectively generate leads, achieve your organisations commercial goals and drive future growth and users.



## Annette Ní Dhàthlaoi

Commercial & Strategic Marketing Consultant

Annette has extensive experience in Commercial & Marketing leadership & senior management roles across a range of industries including Insurance, Telcos, Utilities, Food & Drink. With over 25 years experience, she has been responsible for many innovative and strategically important Marketing challenges including the rebrand of Avonmore Milk & Cream, halting the market share decline of Lyons Tea, leading the team that launched Electric Ireland, including Gas, for ESB and establishing Liberty Insurance as a key player in the Irish general insurance market.



The final course in the suite, **'Aligning Your Brand and Commercial Goals'** looks at how marketers can utilise their brand as a key strategic sales tool and enables them to develop brand strategies that connect with customers and drive sales revenue.

This course has been developed with Denise Doyle, Owner Retail Republic Creative Agency, and it aims to help further marketers' understanding of branding as a key strategic sales tool, and allow them to develop brand strategies that connect with customers and drive sales revenue.

## Denise Doyle

Owner Retail Republic Creative Agency

Denise has worked in marketing communications for over 20 years on some of Ireland's most well-known iconic Irish brands like Lyons Tea, Club Orange and Meteor Mobile. After 15 years working on NPD, brand development and trade marketing for Unilever, Nestle, C&C and Eir she left to open her own creative agency (Retail Republic) which specialises in branding, design and web for clients across FMCG, Tourism and Financial Services sectors.

Denise is also on the Enterprise Ireland Panel of Mentors where she works with Ireland's high potential start-ups on value proposition development, branding and market launch strategies.

She offers a very practical view on effective brand planning and will share insights on working with brand agencies and brand briefing.

## 3