

INSTIMA

Education Center of the Marketing Foundation
for marketing, sales and communication



TiasNimbas
Business School

STRATEGIC MANAGEMENT SKILLS

May and June 2009

FOR **TOP**
MARKETEERS

A new top management programme in collaboration with TiasNimbas Business School

Instima, in collaboration with TiasNimbas Business School (*) presents a top management programme addressed to marketing managers, sales managers and high potentials with a commercial as well as sales background or track record.

The Marketing Foundation wants to offer his members the opportunity to follow an international programme that exceeds the marketing aspects of an organisation.

An opportunity for those who already followed an "advanced programme" at Instima or another institute and want to continue their investment in strategic knowledge and skills.

(*) (International Top Business School, Number 1 in the Benelux for tailor made programmes in the 2008 Financial Times ranking)

OBJECTIVES

The top management programme is driven by three pillars:

- strategic thinking and acting.
- innovative thinking and acting.
- leadership skills.

- * 'Out of the box' thinking (multidisciplinary, non-marketing domains), relying on the right knowledge, being persuasive and many other topics are covered in this top program.
- * The marketing professional to become a valuable counterpart for the other professionals at the top of the organisation.
- * Personal development combined with knowledge deepening and broadening.

PARTICIPANTS

- Marketing, sales and communication managers, and other marketing professionals with minimum 10 years of work experience.
- Marketing professionals who want to grow towards the top of the organisation.

COURSE BENEFITS

- State of the art programme with a leading Business School.
- High return on learning because of the project-based-learning concept.
- Focus on management and personal development.
- Certificate of TiasNimbas Business School and Instima/Marketing Foundation.

POSITIONING THE PROGRAMME IN THE INSTIMA EDUCATION PROJECT

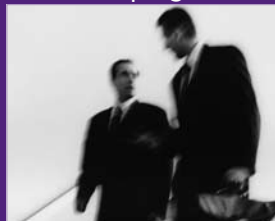
Basic knowledge Fundamentals



Specialised knowledge Special Topics & Short Formats



Deepening knowledge Advanced programmes



Enlarging knowledge **THIS PROGRAMME** Strategic Management Skills for Top Marketeers



A recognized quality label for client satisfaction through an independent audit

PROGRAMME CONTENT



The programme will be conducted in English.

The program consists of two parts :

- part 1: **three consecutive days,**
- part 2: **two consecutive days.**

Programme responsibility :

**Instima: Prof. Dr. M. Logman, Scientific Advisor Instima
and professor marketing at HUB Brussels**

TiasNimbas: Dra. Kristel Vanstalle, Programme Director

Part 1 - The top manager's crucial pillars

Dates : 4, 5 and 6 May

Location : Brussels

Approach part 1 : case-oriented and interactive

Day 1 : Strategy

1. What is strategy?

What does strategy mean and how can it be the key to commercial success?

The Madonna case.

2. Does my business system suit and how can it get a sustainable competitive advantage.

How can the company be adaptable to a continuously changing environment and how can it keep a sustainable competitive advantage?

Interactive case study discussion.

3. Strategy orientation and competitiveness in emerging markets.

What does globalisation mean for my company strategy and how should I address "emergent markets"?

The Celtel Nigeria case study.

Faculty: Jamie Anderson, Senior Lecturer, Programme Director and member of the founding faculty at the European School of Management and Technology.

Day 2 : Innovation

1. Modelling Innovation Diffusion: the state of the art.

How can I predict the commercial success of innovations?

2. The strategic marketing of innovations.

How can corporate strategy and innovation be aligned?

3. Open innovation Business Models.

Which role can others and myself fulfil in an "open innovation" business model?

Faculty: Dr. Walter M. J. Van Dyck, Assistant Professor Technology and Innovation Management and member of C-TIC (The Centre for Technology and Innovation Competence at TiasNimbas Business School).

Day 3 : Personal development skills

1. Exploring the question.

What kind of personal drives are there – and which are yours?

2. Developing insights.

How do these drives interact with my talents and challenges?

How can personal drives predict reactions from others?

3. Understanding new possibilities and realizing them.

In my personal case: what (personal) drives influence the success of my case?

Faculty: Prof. Dr. Jan de Vuijst, part time professor of Information Sciences at Tilburg University

Part 2 - A strategic roadmap in practice

Dates : 4 and 5 June

Location : TiasNimbas Business School Tilburg

Approach part 2 : Interactive workshop (specific projects will be defined at the beginning of the programme)

Vision

*A pile of rocks ceases to be a rock when somebody contemplates it with the idea of a cathedral in mind.
(Antoine de Saint-Exupéry)*

Building a strategic roadmap means you have to compete today “and” tomorrow. This starts with a fine tuned vision. The crucial question is: What do you want? A vision should be ambitious, achievable and create involvement of all stakeholders (internal and external).

Strategic choices

*Perfection is achieved, not when there is nothing more to add, but when there is nothing left to take away.
(Antoine de Saint-Exupéry)*

Strategic marketing means making choices. It is not only about what you are planning to do, but also what you are not planning to do. These choices should be different from competitors’ choices and should be achievable. It is also about selling your plan to the board of directors.

Implementation

*If you want to build a ship, don't drum up people to collect wood and don't assign them tasks and work, but rather teach them to long for the endless immensity of the sea.
(Antoine de Saint-Exupéry)*

Implementing a strategic roadmap often implies changes in core competences and processes. It is about continuously looking for the right balances. What are important barriers for implementation?

End session

Testimonial Master Marketeer
Hans Cools, Commercial Director Sanoma Magazines
Belgium

Faculty: Prof. Rudy Moenaert, Professor strategic marketing at the TiasNimbas Business School and Nyenrode University.

FACULTY

Jamie Anderson Jamie Anderson is Assistant Professor of Strategic Management at TiasNimbas Business School. Jamie's current research interests focus on business strategy, corporate renewal, strategic innovation and market shaping innovation. He has taught and consulted Fortune 500 companies from around the world. Jamie has also been a columnist on strategic innovation for The Times of London and has appeared as a business commentator on the BBC and CNN. Jamie has been recognized for his case study writing and directs a series of case writing workshops at the European Case Clearing House. He has written case studies on more than 25 companies. In its Winter 2008 issue, *Business Strategy Review*, the journal of London Business School, featured Jamie Anderson in a gallery of trendsetting management academics, along with Henry Mintzberg, John Patrick, Philip Kotler and other leaders in management thinking.



Jan de Vuijst Prof. Dr. Jan de Vuijst is part-time professor of Information Sciences at Tilburg University. He holds a Master Degree and a PhD in Formal Linguistics from Groningen University, and specialised in Artificial Intelligence and Knowledge Systems at Edinburgh University. He teaches in several TiasNimbas programs, where his subjects are knowledge, human behaviour and leadership.



Jan de Vuijst was director of a number of consultancy and research organisations, both commercial and governmental, and now has his own consultancy practice. His clients are typically large commercial and governmental organisations. His approach in consulting is always people oriented. In addition to his academic affiliations he is also a certified professional coach, and enjoys combining academic knowledge, coaching skills and consultancy approaches.

Walter Van Dyck Dr. Walter M. J. Van Dyck is Assistant Professor Technology and Innovation Management and member of C-TIC, the Centre for Technology and Innovation Competence at TiasNimbas Business School. He is a Visiting Fellow at the Complex Systems Research Centre at Cranfield University, School of Management (UK). His expertise is in techno-entrepreneurship, new product development and the strategic marketing of innovations. His research and teaching focus on the commercialization of science and emerging technologies and on strategic decision making in technology-intensive business ecosystems. Before joining academia he counselled global players such as Alcatel-Lucent, Philips, Johnson & Johnson Pharmaceutical Research & Development, GlaxoSmithKline Biologicals and Bayer-Schering in the domains of strategic innovation management, new product launch and techno-entrepreneurship.



Rudy Moenaert Prof. Rudy Moenaert is professor strategic marketing at the TiasNimbas Business School and Nyenrode University. Previously, he has been on the faculty of the Free University of Brussels (Brussels, Belgium), the Delft University of Technology (Delft, the Netherlands), and the University of Ghent (Faculty of Economics and Business; Vlerick Leuven Gent Management School). His research interests focus on business roadmapping and management/marketing of innovation in B2B settings. Recent research efforts also involve international product development, business roadmapping, and the effectiveness of the new interactive communication media (e.g., marketing through the Internet). He co-authored "Visionaire Marketing" with Prof. dr. Henry Robben. He is a co-author of the book "Begrippen van management. Strategische planning en organisatie". In his research, consulting and teaching, he has worked together with leading firms and institutions such as Rabobank, DSM, Océ, Barco, KPN, Stork, Corus, ECN, Cap Gemini, Deceuninck Plastics, De Witte Lietaer, 3M, ING...



PRACTICAL_{information}

DATES AND LOCATION

A five days residential program.

Part 1 : 4, 5 and 6 May 2009

Location : Hotel Métropole, Place de Brouckère, Brussels

Part 2 : 4 and 5 June 2009

Location : TiasNimbas Business School, Warandelaan, Tilburg

PARTICIPATION PREREQUISITES

- Minimum 10 years commercial experience.
- Participants should have an advanced marketing, sales or communication certificate (or something similar) obtained at a postgraduate institute.

PROGRAMME COSTS

The programme fee is € 5,500 (excluding VTA and accommodation costs). This fee covers instruction and project supervision, teaching materials, text books, coffee breaks and lunches.

The members of the Marketing Foundation receive an exclusive reduction of € 200 (excluding VAT).

The fee is billed after registration and must be settled before the start of the program.

Instima is recognized as a training institute by the Flemish Community (nr. D.V.O104713). This means that this programme can be financed with:

- www.beaweb.be (company registration)
- www.vdab.be (private registration)

ACCOMMODATION COSTS

Dinners and accommodation throughout the programme are optional and paid for by the participants themselves.

CANCELLATION POLICY

Cancellations must be made in writing (by letter, fax or email).

In case of cancellation 10 days or more before the start of the program, a fee of 25% the tuition will be charged.

In case of cancellation less than 10 days before the start of the program, a fee of 50% of the tuition will be charged.

CERTIFICATE

The participant receives a certificate of TiasNimbas Business School and Instima/Marketing Foundation.

ADVICE AND INFORMATION

Concerning the programme content:

Instima : Prof. Dr. Marc Logman, Scientific Advisor,
marc.logman@hubrussel.be

TiasNimbas : Dra. Kristel Vanstalle, Programme Director,
k.vanstalle@tiasnimbas.edu

Concerning the practical information :

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email: pascale.cambie@instima.be

Address: Z.1.Researchpark 120, 1731 Zellik, Belgium

For an overview of the Instima programs, please visit www.instima.be

Instima is the is the Education Center of the Marketing Foundation, the most important Belgian marketing professional's association.

With more than 1,500 members, the Marketing Foundation is the most important meeting place for the marketing professional.

For 25 years, the Marketing Foundation has offered -- in association with the Instima training centre-- a unique platform aimed at the development of professional knowledge.

Instima proposes practice-oriented guidance and supervision.

Due to its education and training programmes, Instima motivates managers to improve their competence and develop practical applications in their professional environment, which, in turn, will help them to reach a high level of professional expertise.

More information: www.instima.be

For over 70 years, Tilburg University has been a highly-regarded institution with a strong international orientation and is recognized for having one of the top economic faculties in the world.

TiasNimbas Business School is the executive education arm of the university and is ranked among the top ten in Europe by the Financial Times.

TiasNimbas has been a key player in the field of executive education in The Netherlands and has attracted participants from a wide range of companies and organisations. It is also one of the fastest growing business schools in Europe.

More information: www.tiasnimbas.edu

Structural sponsors of Instima and the Marketing Foundation

