

Marketing in the Construction Industry

“Very thorough covering a wide range of topics”
“Very enjoyable and informative”



Benefits

- Understanding of construction industry drivers
- Apply an industry context to product management and development
- Know how pricing is implemented
- Learn how customer channels operate and the necessary sales processes
- Identify the principal communications channels and how they are used in the industry
- Learn of industry market research sources

Course Leader: Chris Ashworth

With 30 years sales and marketing experience gained in the construction industry Chris is a leading authority on construction industry marketing and sales, regularly speaking at seminars and writing for journals. His market research activities mean that he is fully informed about latest market trends. Chris is an Associate Lecturer in Marketing at Oxford Brookes University and a member of the CIMCIG organising committee.

Developed in response to a demand for marketing training that is specific to the construction industry, this course is ideal for those with a basic marketing understanding who are new to the construction industry. It puts marketing theory into context using industry examples. Details of industry specific communications channels and sources of information for market research are provided, saving time for the industry professional.

As well as helping the new entrant to the industry, the course will also provide a check list and source of new ideas for the more experienced marketing professional.

Who should attend?

Intended for the marketing professional working for Manufacturer or Supplier at any level in a marketing department. A basic knowledge of marketing would be beneficial.

To obtain a greater understanding of the construction industry prior to attending this course consider **Construction Industry Overview**. To learn more about the sales process consider **Effective Specification Selling**.

Course Programme

Construction Industry Overview

- Market Structure
- Future Developments
- Types of Contract
- Changing Specifier Influence

Customer Channels

- Channels and Influences
- Direct & Indirect Customers
- Specification Selling
- Distributors
- Customer Relationships

Marketing Communications

- Journals
- Public Relations
- Internet Sites
- Product Directories
- Providing Technical Advice

Products

- Brand
- Products and Services
- Life Cycle
- Product Development
- Innovative Products

Market Research

- Information Sources
- Customer Satisfaction

Pricing

- Industry Practices
- Price list structure

Marketing Metrics

6 Hours CPD

Open courses are organised in collaboration with The Building Centre and held at their conference facilities in London. Each delegate receives a CD containing all of the presentation slides and supporting reference documents.

The day begins with coffee and registration at 9.00am, the programme starts at 9.30am and concludes at 4.00pm.

Venue

Courses are held at The Building Centre, 26 Store Street, off Tottenham Court Road, WC1E 7BT. Nearest Underground stations are Tottenham Court Road and Goodge Street.

Course Dates

4th October 2011

Cost per delegate: £295.00 + VAT



Name: _____ Position: _____

Company: _____

Address: _____

Postcode: _____

Telephone: _____ Fax: _____

Email: _____

Special Requirements: _____

Course Title: **Marketing in the Construction Industry**

Course Date: _____

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Once training places are booked it is not possible to refund a fee as a result of non-attendance.

We reserves the right to cancel a training course. In the event of this every effort will be made to run the course on an alternative date / location. Should it not be possible for a delegate to attend with these revised arrangements a full refund of the course fee will be made.