AGENDA

Tuesday, October 27, 2015

9:00 – 12:00 PM GLOBAL BRANDING OF PROFESSIONAL SERVICES

2511 Van Munching Hall, University of Maryland, College Park, MD

Professional service firms are increasingly faced with clients who perceive their services as commodities. A marketing manager must be able to identify the firm’s most effective differentiation platform, and leverage it with the firm’s positioning and branding strategies. In this module, participants will become familiar with:

- How differentiation, positioning, and branding strategies are related
- Basic brand concepts, including house of brands and branded house
- How to resolve tensions between branding rainmakers and branding the corporation
- Brand naming and brand architecture
- The nature of a global brand and how to build one
- Aligning the brand with the firm’s culture, mission and purpose.

Dr. Janet Wagner, Director, Center for Excellence in Service, Department of Marketing, Robert H. Smith School of Business, University of Maryland, College Park

12:00 – 1:00 PM LUNCH

2517 Van Munching Hall, University of Maryland, College Park, MD

1:00 – 4:00 PM MARKETING CHANNELS AND CUSTOMER RELATIONSHIPS

The successful delivery of a portfolio of new and existing services requires understanding the dynamics and structure of distribution channels, which, in professional services, are becoming more complex. In this module, models of generic channels will be presented and compared to channels specific to our partners. In this module, participants will learn:
• The role of power in the channel
• How to resolve channel conflicts
• How to create channel synergies

Dr. Judy Frels, Clinical Professor, Department of Marketing and Academic Director, Online MBA, Robert H. Smith School of Business, University of Maryland, College Park

5:00—7:00 pm  WELCOME RECEPTION
College Park Marriott Hotel & Conference Center

Wednesday, October 28, 2015

9:00 – 12:00 PM  BUSINESS MODELS
As professional service firms confront the challenge of growth, marketing managers must be competent in guiding their firms’ leaders to make strategic decisions based on sound analysis of internal and external information. In this hands-on session, participants will employ classic business models, using market intelligence. Models you will learn to use include:

• Porter’s Five Forces
• Boston Consulting Group’s Growth/Share Matrix and/or Ansoff’s Product/Market Growth Matrix
• The professional service life cycle
• SWOT analysis

Dr. Gaurav Bhalla, CEO, Knowledge Kinetics; Adjunct Professor, Department of Marketing, Robert H. Smith School of Business, University of Maryland, College Park

12:00 – 1:00 PM  LUNCH

1:00 – 4:00 PM  WORKING WITH AGENCIES
Most professional service firms depend on marketing communications agencies to help them develop and implement their IMC plans, particularly the “creative” strategy. Given their backgrounds, marketing managers may find it challenging to work with agencies to maximize value. You will gain practical information on managing the relationship to meet goals within budget. At the end of this module, managers will know how to:

• Use agency expertise efficiently and effectively
• Capitalize on agencies’ knowledge and skills
• Maximize the value they obtain from partnering with agencies

Jeb Brown, Adjunct Professor, Department of Marketing, Robert H. Smith School of Business, University of Maryland, College Park

4:15-5:30 PM  INTRO TO ACTION LEARNING PROJECTS (ALP)
In order to ensure a high-quality and successful outcome for the ALPs, participants need to understand the concept behind ALPs, and the process for their completion prior to Session Two. Participants will learn what sponsoring companies and the Smith team expect from these projects. Receive an outline the projects, discover the unique cross-curriculum learning benefits, and hear the importance of making well-crafted team presentations to senior executives. At the conclusion of this session, participants will be familiar with how the ALP process will unfold during the break between sessions, and will have a clear understanding of their personal roles and responsibilities in contributing to the success of an ALP.

**Suzanne Lowe**, President and Founder, Expertise Marketing, LLC.; Adjunct Professor, Department of Marketing, Robert H. Smith School of Business, University of Maryland, College Park

**Thursday, October 29, 2015**

**9:00 – 12:00 PM**  DIGITAL MARKETING
The social media are rapidly becoming channels for professional service firms to deliver service and build relationships with clients. In the new “conversational model” of marketing communications, marketing managers must learn how to use online marketing tools to listen to their clients and offer them valuable content. Marketing managers must also align internet marketing with the rest of the corporate marketing communications strategy, and measure the effectiveness of their internet marketing efforts. In the module, participants will learn:

- How interactive marketing fits with the rest of the marketing communications strategy
- What internet marketing tools (SEO, SEA, email, social media) are effective in attracting, retaining and growing relationships between professional service providers and their clients
- The most useful metrics for monitoring the effectiveness of Internet marketing activities

**Dr. Bill Rand**, Associate Professor, Department of Marketing, Robert H. Smith School of Business, University of Maryland, College Park

**12:00 – 1:00 PM**  LUNCH

**1:00 – 4:00 PM**  INTEGRATED MARKETING COMMUNICATIONS
Professional services are intangible products. Effectively conveying the brand promise requires an integrated marketing communication (IMC) strategy. This module will focus on how to develop a marketing communications plan that reaches the target market efficiently and effectively, and delivers a consistent message, look, and feel. The emphasis will be on the comprehensive paid, owned, and earned mix. At the end of this module, participants will be able to:

- assess the communications environment
• set realistic communications objectives
• identify the appropriate tactics for achieving the communications objectives
• identify the appropriate measurement tools for assessing whether communications objectives have been met

**Dr. Rosie Ferraro**, Associate Professor, Department of Marketing, Robert H. Smith School of Business, University of Maryland, College Park

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**Monday, November 16, 2015**

8:00 AM  **VIRTUAL FINANCE MODULE**

Following individual completion of online Finance studies in Value Creation and Business case preparation, participants have an opportunity to check their knowledge in an hour-long webinar with Finance Professor Mr. Joe Perfetti. Participants should pick one time slot. Information shared will be useful to the successful completion of Action Learning Projects.

**Mr. Joe Perfetti**, Lecturer, Department of Finance, Robert H. Smith School of Business, University of Maryland, College Park

OR

5:00 PM  **VIRTUAL FINANCE MODULE**

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**Tuesday, December 8, 2015**

8:00 AM  **ACTION LEARNING PROJECT (ALP) MODULE**

As you work on your Action Learning Projects, this session will be helpful for teams that need additional guidance. Participants should pick one time slot.

**Mr. Joe Perfetti**, Lecturer, Department of Finance, Robert H. Smith School of Business, University of Maryland, College Park

OR

12:00 PM  **ACTION LEARNING PROJECT (ALP) MODULE**
Monday, January 25, 2016

6:00-7:45 PM PRIVATE TOUR OF THE U.S. CAPITOL

Explore the architecture and history of one of the most famous buildings in the world—and learn the secrets of Members of Congress past and present. Take the opportunity to visit the House of Representatives where President Obama delivers the State of the Union address. You will enjoy the sort of access not available to the public and is only possible in the company of a member or former Member of Congress.

The Hon. Gregory H. Laughlin, Senior Counsel, Pillsbury, former Member of Congress (D-TX)

Tuesday, January 26, 2016

9:00 AM- 12:00 PM CUSTOMER EXPERIENCE MANAGEMENT

The role of perceived and actual client experience—the full range of interactions and experiences from pre-purchase to post-purchase—is vital in attracting and retaining customers. This is especially true for professional services companies where value is created and delivered by professionals who are expected to play the role of trusted advisors, and where the quality of value creation and delivery can vary greatly from one trusted advisor to the next. This module will cover the following topics:

- The DNA and conceptual underpinnings of client experience
- Mapping client experience: Touchpoint analysis to measure and modify the nature and quality of the client experience
- Designing and co-creating client experiences that are engaging and innovative
- How to maintain consistency across all client contacts

Dr. Gaurav Bhalla, CEO, Knowledge Kinetics, Adjunct Professor, Department of Marketing, Robert H. Smith School of Business, University of Maryland, College Park

12:00-1:00 PM LUNCH

1:00-4:00 PM MARKETING ANALYTICS

Professional service firms are challenged by the new demands of “big data,” particularly capturing, controlling, and analyzing in-house and cloud-based data in ways that are strategically useful but still productive of the privacy of clients. An
array of new techniques is available to help firms identify and target the right customers, and calculate the ROI of investing in newly acquired and current customers. At the end of this module, participating marketing managers will understand:

- The basics of marketing analytics and its impact on professional services marketing
- The fundamentals of data mining, including data from social media
- How to use customer data to segment and target the most profitable clients
- How to calculate the value of referrals
- How to calculate the lifetime value of clients

Dr. Wendy Moe, Director, M.S. Program, Marketing Analytics; Associate Professor, Department of Marketing, Robert H. Smith School of Business, University of Maryland, College Park

4:15-6:30 PM ALP PRESENTATION REHEARSAL

2511 Van Munching Hall, University of Maryland, College Park, MD

Suzanne Lowe and the Smith team will provide guidance and coaching for participants on their ALP presentations. At the conclusion of this module, participants will have better insights on how to deliver high quality presentations and pertinent business information to their senior executives.

Suzanne Lowe, President and Founder, Expertise Marketing, LLC.; Adjunct Professor, Department of Marketing, Robert H. Smith School of Business, University of Maryland, College Park

Wednesday, January 27, 2016

9:00 AM- 12:00 PM COLLABORATING WITH THE SALES TEAM

The sales team plays a critical role in the success of a professional service firm. However, professional services marketing and sales teams too often have conflicting goals and misunderstandings. The goal of this module is to offer marketing managers insight into the process by which the sales team acquires customers and builds relationships. This module will also offer perspectives on how marketing can support the sales team with effective tools for identifying leads and managing customer relationships. At the end of this module, participants will be able to:

- Understand the sales process, from preparation to consummation,
- Know the tools sales associates need to meet their goals, including timely feedback on performance, and information on where they stand relative to goals,
- The role of bonuses in motivating the sales team.

Richard Newman, Adjunct Professor, Department of Marketing, Robert H. Smith School of Business, University of Maryland, College Park

12:00 – 1:00 PM LUNCH
STRATEGIC PRICING OF PROFESSIONAL SERVICE

Competitive pressure, whether or not it stems from the economic downturn, is causing many professional service firms to adjust their pricing models. Tools are available to help marketing managers align pricing structure with clients’ perceptions of value, and adjust pricing as relationships progress through the life cycle. At the conclusion of this module, participants will understand:

- Pricing structure and pricing levels
- Pricing over a service offering’s life cycle,
- How to counter price erosion
- How to price a service using conjoint analysis

Dr. Judy Frels, Clinical Professor, Department of Marketing and Academic Director, Online MBA, Robert H. Smith School of Business, University of Maryland, College Park

Thursday, January 28, 2016

COMMUNICATION SKILLS: COLLABORATION AND PERSUASION

Effective marketing depends on the ability of individuals to communicate clearly and convincingly to internal colleagues and external clients. Communication is fundamental to building relationships, and to shaping optimal strategic outcomes. When this module is complete, participating managers will know the basic tools of effective communication, including:

- Influencing: tools of persuasion,
- Consulting: listening and collaborating,

Dr. Hui Liao, Smith Dean’s Professor in Leadership and Management, Department of Management, Robert H. Smith School of Business, University of Maryland, College Park

12:00 – 1:00 PM LUNCH

1:00-4:00 PM ACTION LEARNING PROJECT PRESENTATIONS

Teams will present the results of their ALPs to our partners’ senior executives and the Smith team.

4:30 –7:00 PM CELEBRATION DINNER