



ARKTIC FOX



ONLINE MASTERCLASS: BUILDING A MODERN MARKETING TEAM

In a time of disruption, flatlining growth and changing customer expectations, marketing has never been more important. In this environment, marketing leaders are facing new and different problems to solve; challenging even the most seasoned of leaders to re-think how their marketing function operates.

This online masterclass runs across three weeks, providing marketing leaders with the opportunity to learn the essential components to drive transformational change and build a modern marketing function.

Highly interactive and practical, the program also provides a forum for you to sound board thoughts and ideas with other industry leaders and wrestle with the challenges of building or transforming your team.

Marketers from all over the world are encouraged to join!



THURSDAY 16, 23 AND 30 JULY 2020



ONLINE VIA ZOOM



9:30AM - 12:00PM AEST

Contact // p: 0418 101 577 // e: hello@arcticfox.io // w: arcticfox.io

COURSE CONTENT

1 MODULE 1: CHANGING NATURE OF MARKETING

Key drivers of organisational change.
The role of marketing within organisations today.

4 MODULE 4: WAYS OF WORKING

Key principles shifting how modern marketing teams work.
A look at agile ways of working in a marketing context.

2 MODULE 2: MARKETING TRANSFORMATION CANVAS

Introduction to a new way to think about marketing transformation.

5 MODULE 5: ENABLEMENT - RESTRUCTURING, CULTURE AND TECHNOLOGY

The latest trends in how marketing departments are re-shaping and re-organising.
Tools and technology to underpin success.

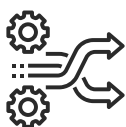
3 MODULE 3: CAPABILITIES

Key capabilities to build a modern marketing function.
A closer look at building maturity in MarTech, Customer Experience and Analytics.

6 MODULE 6: DRIVING AND EMBEDDING CHANGE

How to ensure change and plans stick.

WHO IS THIS PROGRAM FOR?



CMOs & CCOs

Leaders seeking to create a modern progressive marketing function.



HEADS OF & MARKETING MANAGERS

Divisional marketing leaders transforming their area.



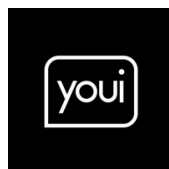
MARKETING OPERATIONS AND STRATEGY LEADERS

Charged with evolving marketing's approach.

PAST ATTENDEES

"Thank you for sharing some great content Teresa - it was an information packed day and I loved meeting and sharing experiences with the other delegates - look forward to the next workshop!"

*Catherin Bennett,
Head of Marketing and Communications at EBOS Group*



ABOUT THE FACILITATOR



This program is led by the highly seasoned and regarded Teresa Sperti. A Customer and Digital leader with over 20 years' experience working for leading brands including Coles, Officeworks and World Vision amongst others. Teresa spearheaded the transformation of the marketing function at World Vision. During her tenure she led a team of over 70 people across analytics, data, digital, experience, content and more.

Teresa is the founder of Arctic Fox, an advisory and learning organisation specialising in customer transformation and growth and is also a Non-Executive Director of BIG4 Holiday Parks. She possesses deep expertise and knowledge in data, digital and customer experience and has led transformation change in large organisations.

Teresa's leadership in the digital, product and customer space has delivered substantial growth and transformative change for organisations in rapidly evolving markets. A thought leader within the Australian marketing industry, Teresa regularly presents at conferences and events on a diverse range of topics including customer experience, data, marketing technology and leadership.

Teresa was named in the top 20 CMOs in Australia in 2018 which recognises Australia's most innovative and effective marketing leaders in the country.

PRICING

An early bird rate of \$799 (ex GST) is available until Monday 15 June 2020 (RRP: \$999 ex GST).

Please contact us for pricing if booking multiple places; hello@arcticfox.io

FAQs

How can I pay? Delegates can register and pay online using their credit card via the [eventbrite](#) portal. Alternatively, please contact Nicole Thomas (hello@arcticfox.io) at Arctic Fox to pay via invoice, or if you are wanting to book more than one place. Special rates will be offered for multiple bookings.

Is there any pre-work I will need to do? To get the most out of the masterclass delegates are asked to undertake some pre-work which is related to your current marketing function and organisation. This will be provided by the end of June and is designed to help you reflect on the current state of marketing within your organisation in preparation for the masterclass.

What tools will I be provided with? You will be provided with a transformation canvas to help guide marketing transformation efforts. You will also be provided with other tools and resources to deepen your knowledge and challenge your thinking.

What do I need to have on hand each week? The pre-work that you will have completed. It is also recommended you have a summary of marketing goals and strategic priorities/strategic streams (topline) as this will help test your thinking on the day. Course material will be provided digitally prior to the masterclass – so it is recommended you download it or print it in order to take notes.



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