



ARKTIC FOX



Commercial Concepts for Marketers

The best marketers understand how marketing creates value for the organisation and impacts the bottom line. These marketers understand what drives the business, can talk confidently and knowledgeably about commercial concepts and know which levers they can pull to impact company performance.

Whilst marketers seek to play a more influential role across organisations – we can often lack credibility due to our knowledge of commercial and financial concepts.

Highly interactive and practical, the program provides a forum for you to wrestle with the concepts so you can walk away with the confidence to start applying the learning from day one.



2 half day sessions from 1:00pm - 4:45pm AEST.



Please visit our [website](#) for the latest masterclass dates.

what the team will learn

01/ the changing role of marketing

A look at the evolving role of marketing and the imperative to increase financial literacy and commercial acumen.

02/ finance concepts & marketing's impact on the P&L

Learn basic financial concepts like CAPEX, profit, margin and others. Understand how to read and interpret key financial reports (ie balance sheet and P&L. A look at marketing's ability to influence company performance.

03/ demonstrating the value of marketing

Understand the levers at marketing's disposal to create value. Learn how to build a robust measurement approach that extends beyond a campaign and understand key marketing measurement approaches to measure brand, customer experience and more.

04/ securing investment to power marketing led growth

Learn how to build a compelling business case, secure investment and demonstrate return for key areas of investment like MarTech, websites and NPD.

05/ effectively partnering with finance to win

Understand how to build strong and productive working relationships with one of your key business partners.

06/ budget management fundamentals

Learn how to effectively plan and forecast revenue and costs as well as how to effectively manage and maintain the marketing budget ongoing.

who will benefit



marketing & digital professionals

who lack commercial and financial confidence to engage with stakeholders



industry professionals

who struggle to convey the value of marketing and digital efforts to the organisation



leaders & those aspiring

who want to build credibility and earn a seat at the table

about the facilitators



Teresa Sperti



Teresa is the Founder and Director of Arctic Fox, a digital and marketing transformation advisory and learning organisation and Non-Executive Director of BIG4 Holiday Park.

Prior to establishing her own business, Teresa was the Chief Marketing, Data and Product Officer for World Vision spearheading digital and marketing transformation. She has a breadth of experience across various industry verticals including automotive, finance, marketplaces, retail and NFP and has held executive roles at Officeworks, Coles and realestateVIEW.com.au.

Teresa's possesses deep expertise and knowledge in data, digital and customer experience and was named in the top 20 CMOs in Australia in 2018 which recognises Australia's most innovative and effective marketing leaders in the country.



Melissa Bugge



Melissa Bugge is a Finance and Strategy professional, Melissa has over a decade of experience working in both large complex organisations (such as World Vision and Monash Health) and medium sized enterprises in the international development and health areas of the broader NFP sector.

Melissa holds an Executive MBA from Melbourne Business School and is currently undertaking her CPA. Melissa's core competencies include strategic finance business analysis, performance culture and reporting, strategy development and metrics, and building commercial capability.

Melissa is passionate about designing and implementing solutions that are commercial and people centric.

you will be in good company



pricing - per delegate

RRP \$925 (+GST)

Delegates can register and directly pay online using their credit card. Alternatively an invoice can be supplied upon request - contact us at hello@arcticfox.io

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

FAQs

Will I need to undertake any work outside of the program?

To get the most out of the masterclass delegates are asked to build out an investment canvas between day one and two - it shouldn't take more than 30 - 45 minutes.

What tools will I be provided with?

You will be provided with an investment canvas to help guide development of business cases ongoing.

Are bookings refundable or transferable?

Due to limited places on the course, Arctic Fox is unable to refund bookings. Bookings are however able to be transferred to another individual to attend the course on your behalf.

What technology will I need to undertake the course?

The online course is facilitated via Zoom. We recommend you download the zoom app onto your laptop or desktop prior to commencement of the course.

How can I pay?

Delegates can register and pay online using their credit card. Alternatively, please contact us at hello@arcticfox.io to pay via invoice, or if you are wanting to book more than one place. Special rates will be offered for bookings of 3 or more.

Is there any pre-work I will need to do?

No, there are no pre-work requirements.

Do you provide in-house or onsite training?

Yes we do. Please contact us to discuss your needs and how we can support your requirements.

What is the cost to hold the training in-house for my team?

In-house training costs are dependent on the size of your group. Please contact us at hello@arcticfox.io to discuss group pricing.

Which countries and states do you operate within?

In-house training can be arranged for those in Australia and New Zealand.



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