

TRUE SALES AND MARKETING STRATEGISTS

Board Briefings and Keynote Addresses

By Professor Malcolm McDonald, Chairman of Malcolm McDonald Consulting Ltd and Contributor to www.malcolm-mcdonald.com

Most organisations hold conferences, or in-company workshops, and need external expert input from a speaker who can support the company theme and inspire delegates. Professor Malcolm McDonald is recognized as one of the world's most interesting, challenging and inspirational speakers.



Professor Malcolm McDonald has received invitations from global organizations, as well as from professional societies.

His inspirational keynote addresses have been acknowledged in hundreds of fabulous testimonials from satisfied audiences in the corporate sector and in the academia.

This kind of experience is crucial, because it is always a great risk for any organization to bring in external personnel to a conference. It is, therefore, essential to have someone with an outstanding reputation, who can be trusted to make a major contribution to the organisation's goals.

Essentially, our keynotes start with a client request and briefing on the theme and purpose of the event. A proposal from Professor McDonald follows, setting out the presence at the event. Our team then prepares the presentation materials and reaches an agreement with the client. In each occasion there is an assessment post event of the impact of the presentation.

Typical board briefings and keynotes are on topics such as:

- ✓ The future of marketing and sales
- ✓ Marketing plans, and tyranny of forecasts, targets and budgets
- ✓ Needs-based segmentation, still the bedrock of commercial success
- ✓ Marketing due diligence and financially quantified value proposition

The typical agenda and content of the presentation centers on three questions:

- a. Why most of what you know about strategic planning is wrong?
- b. How to develop a winning strategy to grow sales and profits?
- c. How to prove to the board that it creates shareholder value?

Feedback from our conference shows that you were a great hit!

Steve Moxey

Program Director

IBM New York

Thank you so much, Malcolm, for yet another master class in capturing, holding, entertaining, educating and inspiring an audience!

Managing Director

Awards International June 2016

All facts and figures in this publication are presented in good faith and on the basis of information before us at the time of writing.

About Malcolm McDonald Consulting

Professor McDonald prices these events on the basis of their location, size and importance.

During the past forty years he has never had any feedback other than praise and thanks from the organizers.

About Malcolm McDonald Consulting

Malcolm McDonald Consulting Ltd. is a strategic sales and marketing consulting business. With our end-to-end interactions, from Board level to internal project team, we help companies create value through getting the fundamentals right in strategic sales and marketing, all within budget and the agreed deadline.

Professor McDonald and his team of consultants work with the boards and internal teams of executives from a number of the world's leading multi-nationals on all continents.

Malcolm McDonald is Emeritus Professor of Marketing at Cranfield University, and Visiting Professor at Henley, Warwick, Aston and Bradford Business Schools. He authored over 40 books on marketing and key account management. Coming from a background in business which included a number of years as Marketing Director of Canada Dry, Malcolm has successfully maintained a close link between academic rigour and commercial application. He has consulted to major companies from the UK, Europe, USA, Far East, South-East Asia, and Africa, in the areas of strategic marketing and marketing planning, market segmentation, key account management, international marketing and marketing accountability.

The Management Team

Professor Malcolm McDonald	Chairman
Dr. Florin Vladica	Managing Director
Edmund Bradford	Director

Contact Us

Malcolm McDonald Consulting Ltd.

7 The Courtyard, Wootton Business Park, Wootton Waven, Warwickshire, B95 6HJ, UK

Email: enquiries@malcolm-mcdonald.com

Web: www.malcolm-mcdonald.com

