

Go To Market

2018

Go To Market helps companies maximize successful execution in market entry, product launch and revenue growth by addressing market place challenges, and focusing on its marketing strategy and implementation.

It combines a comprehensive go-to-market curriculum through applied learning, access to industry experts and one-on-one mentoring. Mentors are recruited specifically for the individual company, based on its profile. It is an intensive program with a taught curriculum including five bi-weekly half day sessions, webinars and homework assignments.

Key Deliverables

- Strategic Marketing Plan
- Marketing Implementation Plan

Target Audience

- Alberta-based companies that are commercial ready or are preparing to launch a new product or product line
- Executives responsible for marketing and sales revenue growth (VP Sales/Marketing, COOs, CEO)

PAST PARTICIPANTS HAVE REPORTED INCREASED REVENUE, ATTRACTED INVESTMENT, BEEN ACQUIRED, OR HAVE SIGNED SIGNIFICANT DISTRIBUTION OR PARTNER AGREEMENTS.

\$1,995
+GST


Register at: <https://gotomarket18.eventbrite.ca>

Free information session: <https://gtminfosession.eventbrite.ca>

"Go to Market accelerated our business; brining mentorship, expertise, and training to our team." – David Lloyd

"This program provides a comprehensive blueprint to develop an efficient market campaign. But more importantly you will understand why curtails tools will work for your company." – Steve Fisher

"This program dramatically enhanced our understanding of the marketing process, and was a great benefit in getting our heads around what we need to do. We got great advice from Rocket Builders as well as our mentor and panelists." – Brett Bazant

 @TheIncYYC
#ThinkTheInc

the Inc.
powered by Innovate Calgary



theinc@innovatecalgary.com
www.innovatecalgary.com/the-inc


Go To Market

2018

Program Schedule

DATE	TIME	TOPIC
January 11, 2018	11:00 - 4:00 PM	Seminar 1: Product Market Fit and Refining Market Strategy
January 25, 2018	12:00 - 1:30 PM	Conference Call and Webinar: Prep for Panel Presentation
February 1, 2018	9:00 AM - 5:30 PM	First Presentation to Panel: Strategic Marketing Plan
February 8, 2018	11:00 - 4:00 PM	Seminar 2: Buyer Orientation, Sales Foundations and Marketing Programs and Processes
February 15, 2018	12:00 - 1:30 PM	Conference Call and Webinar: Homework Discussion and Q&A
February 22, 2018	11:00 - 4:00 PM	Seminar 3: Integrated Sales & Marketing from Campaigns to Revenue
March 1, 2018	12:00 - 1:30 PM	Conference Call and Webinar: Prep for Panel Presentation
March 8, 2018	9:00 AM - 5:30 PM	Final Presentation to Panel: Market Implementation Plan Presentation

THE PROGRAM IS DELIVERED BY INNOVATE CALGARY FOR ALBERTA PARTICIPANTS, AND IS TAUGHT BY ROCKET BUILDERS, A VANCOUVER-BASED MARKET STRATEGY COMPANY FOCUSED ON HELPING BUSINESSES CAPITALIZE ON MARKET OPPORTUNITIES.

 @TheIncYYC
#ThinkTheInc

the Inc.
powered by Innovate Calgary



theinc@innovatecalgary.com
www.innovatecalgary.com/the-inc

