

NEW!

Taking a Strategic Approach to Corporate Engagement as an Integral Part of Your Marketing Communications

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Presented in cooperation with the
Centre of Excellence for Public Sector Marketing



Corporate partnerships have emerged as a core business strategy for public sector organizations that want to leverage resources and deliver targeted and sustained messages to audiences. This workshop is ideal for government organizations that want to explore corporate engagement as a means of reducing program / service delivery costs and building reach and capacity for their campaigns or initiatives.

This advanced-level educational program will present case studies and best practices that will help you establish a strategic direction for your corporate partnership initiatives and lead you through a step-by-step process for identifying and prioritizing partnering opportunities, negotiating, managing and demonstrating the value of your partnering arrangements. The course Work Book will guide you through the development of your own plan.

YOU WILL LEARN HOW TO:

- Leverage corporate partnerships to leverage resources and increase reach and impact;
- Plan your partnering program using a proven 7-Step Partnership Model;
- Set realistic and measurable partnership objectives;
- Identify and prioritize potential partners;
- Prospect and build rapport with potential partners;
- Develop compelling partner proposals;
- Negotiate and develop win / win partnership agreements;
- Activate and manage partnerships;
- Measure the value and impact of your partnering arrangements;
- Develop Departmental Partnership Guidelines;
- Sell partnering initiatives in a risk-adverse environment.



Session Leader:

Bernie Colterman,
President,
Colterman Marketing
Group (CMG) Canada

Throughout his 20 year sponsorship career, Bernie has facilitated hundreds of sponsorships for both industry and government organizations; raising over \$25 million in cash and in-kind services.

Your investment: \$450.00 + GST, save \$50.00 by registering 30 days prior!

REGISTER ONLINE NOW!

[www.coltermangroup.com/workshops & events](http://www.coltermangroup.com/workshops&events) or Call 613-731-9851 x28

"Excellent session; the tools, charts and tables are extremely practical. I now have real tools to use in my ongoing work!"

"Really, really relevant! I especially liked the exercises, real-life application of concepts and group work".

"The tools provided will be invaluable as I move forward in developing strong partnerships."



Clarity • Action • Results