

# **Business Media Club 2018-19 programme**

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**28 September 2018 - UNDERSTANDING THE 'WHY?' OF YOUR BUSINESS**

Creating a character marketing vision for your business

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**26 October 2018 – GETTING ON MESSAGE**

Communicating with clarity

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**30 November 2018 – THOUGHT LEADERSHIP**

The value of inspiration

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**25 January 2019 – STORYTELLING**

Telling not selling

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**22 February 2019 – WINNING BUSINESS**

Lead Acquisition Marketing

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**29 March 2019 – CUSTOMER EXPERIENCE**

How to shape a great customer experience model

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**26 April 2019 – PRODUCTIFICATION**

Packaging your services as buyable products

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**31 May 2019 – IMAGE & REPUTATION**

Looking good by design

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**28 June 2019 – MANAGING A MEDIA CRISIS**

Hope for the best, plan for the worst

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**19 July 2019 – CO-ORDINATING YOUR PLAN**

Putting your communications and marketing plan together