

If You Build it, Will They Come? Marketing your Training Programs

Workshop Abstract

We all know that excited learners retain and apply more of what they learn. But with all of the corporate “noise” inundating our target audience, how do you effectively reach your target audience, get them pumped up to ultimately drive business results?

Companies know that a customer must receive a message multiple times before they respond with a desired action, but they expect their employees to immediately respond to directives. Companies have changed the way they interact with their customers, doesn't it make sense that their employee interactions follow?

Stephanie will review traditional marketing and change management concepts and techniques, then discuss how to effectively apply the approaches internally to create awareness and excitement. Attendees will see real-world examples of how companies are applying these principles, and learn the steps to applying them within their own workplace.

Participants will then work together to apply their new knowledge and personal experiences to develop additional best practices for energizing employees about training. They will also develop checklists to get a jump start on developing an effective strategy to implement these concepts when they return to the workplace. Results will be shared at the conference lunch and sent to all conference attendees.

Presenter: Stephanie Lusk, MBA; Principle Consultant, TiER1 Solutions

With more than 12 years of marketing, sales, change management, product training and communication experience, Stephanie understands the importance of understanding your audience, finding the right message and delivering tools to perfectly meet their needs.

Stephanie's experiences include the rebuilding of the marketing function for a global clinical development company and its four subsidiaries and leading a team of project managers in the creation of custom product and continuing education training programs for Fortune 500 consulting customers. She is currently leading two major retail training initiatives - which ultimately seek to erase the boundaries between training and marketing to create fully integrated customer experience.

Stephanie and her work have received awards in the areas of product training development, sales and leadership. <http://www.tier1performance.com/>