



# MARKETING A TECHNOLOGY ORGANIZATION

## Build a Strong IT Brand

IT is often in the shadow of other departments when it comes to organizational visibility and appreciation. The technical nature of the work makes it difficult to communicate the value of IT's contributions in clear, compelling terms. For IT to be recognized as a trusted organizational resource, everyone needs to learn how to market the value of the team's work.

This workshop provides your team with a step-by-step process for building a scalable marketing plan that's applicable for large-scale marketing initiatives, or simply ensuring everyone on your team can convey the value of your work in clear, compelling terms that the business understands.

## Who Should Attend

This workshop is designed for IT professionals at any level.



## What You Will Learn

After participating in this program, you and your team will be able to:

- » Define marketing and its role in your IT organization
- » Harness the power of branding
- » Create personal and team IT Value Statements
- » Adapt your communication based on demographics
- » Leverage the power of “hallway marketing”
- » Distinguish features from benefits
- » Deliver an elevator pitch
- » Use market research and best practices to create a draft marketing plan

## Delivery Options

### Virtual Instructor-Led

Delivered in 4, 3-hour modules

### Classroom Instructor-Led

Two-Day Workshop

Contact us for a detailed workshop agenda.

[www.ouellette-online.com](http://www.ouellette-online.com)

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