

IEDC

Bled School of
Management

A School with a View

30
YEARS



Going To Market: More Choices, More Challenges in B2B and B2C

ALUMNI
UPGRADE
COURSE

Who should attend?

IEDC alumni of PhD, MBA, GMP, YMP and DMP programs, this one day course was developed by Prof. Joe Pons specially for graduates and takes into consideration your prior experience of IEDC programs.

Refresh your knowledge on How To Go To Market - More Choices, More Challenges in B2B and B2C **FREE OF CHARGE.**

What will you learn?

The morning session will focus on B2C, through group work and case discussion on the practice of “showrooming” or using mobile internet connection to compare and shop even from a physical point of sale.

The afternoon session will focus on B2B environments and how to deal with issues of direct –vs- indirect distribution (using commission based agents or using an own sales force).

When & Where

WHEN

April 22, 2016

WHERE



IEDC-Bled School of Management offers state-of-the-art facilities, designed as an art gallery: a unique venue for **learning and reflection.**

www.iedc.si/gtm

APPLICATION AND FURTHER INFORMATION

Please visit www.iedc.si/gtm for more information about the program or contact us at **+386 4 5792 530** or vera.pasynkova@iedc.si.

Professor



Joe M. Pons,
AXIOMA Marketing
Consultants, Spain

Joe M. Pons lives in Barcelona Spain, where he founded and is President of AXIOMA Marketing Consultants, a firm specializing in strategic marketing projects and the training and executive development aspects that usually go hand in hand with customer orientation activities. He was a Marketing Professor at IESE International Graduate School of Management in Barcelona and is currently lecturing at IAE in Buenos Aires, Argentina and Instituto Internacional San Telmo in Seville, Spain and IEDC-Bled School of Management. He teaches seminars organised by EFMD and CEEMAN for business school academics. Professor Pons is the author of a number of well-known business cases and articles on the use of the case method in management education. His current consulting engagements focus on aligning sales and marketing organisations with shifting strategic priorities, improving interfunctional coordination as a mechanism fostering greater market orientation, and as international market selection criteria.

Schedule:

08:30 – 10:00 Morning session

10:00 - 10:30 Coffee break

10:30 - 12:00 Morning session (cont)

12:00 - 13:00 Lunch break

13:00 – 14:30 Afternoon session

14:30 - 15:00 Coffee break

15:00 - 16:30 Afternoon session (cont)

16:30 – 17:30 Networking/light reception

APPLY NOW, number of participants is LIMITED!



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