



ARKTIC FOX



Transforming the Marketing Team Program

In a time of disruption, flatlining growth and changing customer expectations, marketing has never been more important. In this environment, marketing leaders and their teams are facing new and different problems to solve; challenging marketers to re-think how their marketing function operates.

This program provides marketing leadership teams or wider teams with the opportunity to learn the essential components to drive transformational change and build a modern marketing function.

This program is designed to be highly practical which means it is part learning and part workshop. It enables the team to build out a transformation blueprint which can guide your transformation efforts moving ahead.



Delivered on a days and times that suits your team



Held over 1 full day or 2 half days



Online via zoom or onsite

Program overview

The program is designed to work through a series of modules to help your marketing leadership group or team understand the key components of transforming the marketing team. Throughout the program, the team will be taking these learnings to build out a draft blueprint for change (known as the marketing transformation canvas). Program modules are as follows;

01/ changing nature of marketing

- Key drivers of organisational change
- The role of marketing within organisations today

02/ marketing transformation canvas

- Introduction to a new way to think about marketing transformation

03/ capabilities

- Key capabilities to build a modern marketing function
- A closer look at building maturity in MarTech, Customer Experience and Analytics

04/ ways of working

- Key principles shifting how modern marketing teams work
- A look at agile ways of working in a marketing context

05/ enablement- restructuring, culture and technology

- The latest trends in how marketing departments are re-shaping and re-organising.
- Tools and technology to underpin success

06/ driving and embedding change

- How to ensure change and plans stick

who is this program for?



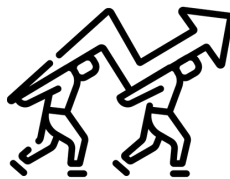
TEAMS

Who are embarking on a marketing transformation



TEAMS

Who have begun a transformation process and want to think more deeply about their approach and how to best tackle it



TEAMS

Who are in the midst of transformation but are struggling to gain traction and make it stick.

about the facilitator



Teresa Sperti



This program is led by the highly seasoned and regarded Teresa Sperti. A Customer and Digital leader with over 20 years' experience working for leading brands including Coles, Officeworks and World Vision amongst others. Teresa most recently spearheaded the transformation of the marketing function at World Vision. During her tenure she led a team of over 70 people across analytics, data, digital, experience, content and more.

Teresa's leadership in the digital, product and customer space has delivered substantial growth and transformative change for organisations in rapidly evolving markets. A thought leader within the Australian Marketing industry, Teresa regularly presents at conferences and events on a diverse range of topics including customer experience, data, marketing technology and leadership.

Teresa is the founder of Arctic Fox, an advisory and learning organisation specialising in customer transformation and growth and is a Non-Executive Director of BIG4 Holiday Parks. She possesses deep expertise and knowledge in data, digital and customer experience and has led transformation change in large organisations.

Teresa was named in the top 20 CMOs in Australia in 2018 which recognises Australia's most innovative and effective marketing leaders in the country.

past participants say...

"The Transforming Marketing Teams Program should be compulsory for all CMOs and leadership teams. Teresa blends her own experience with insights and research from a variety of industries to give you the tools you need to modernise the Marketing function for your business."

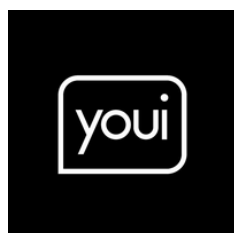
"Thank you Teresa and the team at Arctic Fox, I look forward to using what I have learnt to help set the tone for the Marketing function in our business and support the professional development of my team."

Matt Hingston
Head of Marketing and CX
Greater Bank

"Thank you for sharing some great content Teresa - it was an information packed day. Look forward to the next workshop!"

Head of Marketing and Communications
EBOS Group

trusted by



pricing and number of participants

Arktic Fox recommends a minimum of 4- 6 participants in order to get the most out of an in-house program.

Pricing is from \$8,499 + GST and depends on location and and the level of customisation required
To find out more contact us to discuss your individual needs.

FAQs

Is there any pre-work we will need to do?

To get the most out of the program delegates are asked to undertake some pre-work which is related to your current marketing function and organisation. This will be provided and is designed to help you as a department reflect on the current state of marketing within your organisation in preparation for the program

Can the program be customised to suit our team's needs?

Customisation is possible and can be discussed. Customising the program may incur additional costs depending on the level of customisation required

What is the minimum number of attendees

We recommend there is a minimum of 4 attendees to run a dedicated program for a team. This will ensure there is enough diversity of thought in the room to stimulate learning and enhance the training experience

What technology will I need to undertake the course?

If you opt for online learning, the program is facilitated via Zoom. We recommend participants download the zoom app onto their laptop or desktop prior to commencement of the course. If the program is onsite, a projector will need to be made available to help us facilitate the program

What tools will I be provided with?

You will be provided with a transformation canvas to help guide marketing transformation efforts. You will also be provided with other tools and resources to deepen your knowledge and challenge your thinking

