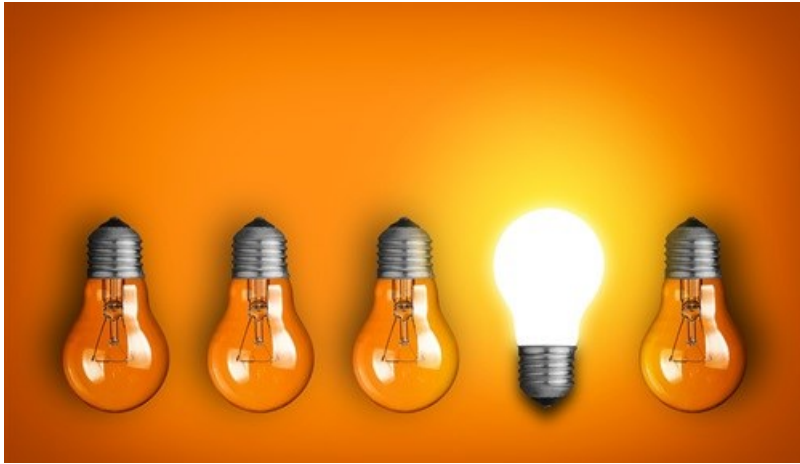


Masterclass: Innovation in Marketing

Issued by [UCT Unilever Institute of Strategic Marketing](#)

5 Jun 2015

Developing a customer-centric, strategic response to change



Innovation is undoubtedly critical to the success of your organisation both in the short- and long-term.



Join us for this unique once-off masterclass with two international innovation experts who have been selected for their experience in working in hybrid economies such as SA, and featuring local case studies as we give you a practical understanding of how to harness innovation and gain tangible results.

Innovation is a strategic response to change and ultimately is about the growth of your business. As you tackle the challenges of a turbulent business environment we'd like to offer you some data driven, low risk, structured approaches about how to develop a customer centric innovation strategy.

Hosted by Unilever Institute director, Professor John Simpson, speakers include Prof. Martin Hoegl, Head of the Institute of Leadership and Innovation at Munich University who has worked in the field of leadership and innovation and Martin Neethling from the UCT Unilever Institute of Strategic Marketing.

Gavin Fraser, a Senior Global Expert on Blue Ocean Strategy who has worked with the professors who developed the model at INSEAD for 15 years, will unpack in detail this very successful approach is based on 'creating uncontested market space and making the competition irrelevant' and will share insights and explain how it applies in South Africa.

Key outcomes

- Understand the marketing professionals' role in business innovation.
- Get to grips with the globally successful Blue Ocean Strategy (BOS) and how it applies in a SA context.
- Understand how BOS can hold the key to marketing success.
- Learn what is practically required to nurture and manage a team that incorporates innovative thinking into everyday practice.
- Benefit from real examples from developing economies.
- Motivate, inspire and retool your team.

Don't miss this once-off opportunity to be inspired and learn about the importance of innovation and its' relevance to

strategic marketing in SA today.

Contact Kulsoem at Kulsoem.Roode@uct.ac.za to book your place and take advantage of our generous early bird special.
More details and booking form:

<http://www.uctunileverinstitute.co.za/events/masterclass-innovation-in-marketing/>

Date: 21 July 2015

Time: 8am - 5pm

Location: Wanderers Club, Johannesburg

Cost: R6900 + VAT. Members: R5520 + VAT. Early bookings by 12 June: 5% discount

For more, visit: <https://www.bizcommunity.com>