

**CW Academy 2024**  
**'Product Marketing for Technical Professionals'**  
**30<sup>th</sup> January 2024, 09:00 – 16:00**

**Venue: Bradfield Centre**, 184 Cambridge Science Park, Milton Road, Cambridge, CB4 0GA

### Agenda

<b>09:00</b>	Arrival and networking over refreshments
<b>09:15</b>	Introduction and welcome
<b>09:30</b>	<b>'Research techniques'</b> We will look at a number of research techniques you can use for successful product marketing that will give you insights across the buying cycle, from win loss interviews to advocacy insights.
<b>11:00</b>	Comfort break / refreshments
<b>11:15</b>	<b>'Identifying your buyer and understanding their needs'</b> Identifying your buyer and understanding their needs: looking at both personas and jobs to be done we will look at identifying your buyers and how to activate them to lead to successful customer acquisition
<b>12:45</b>	<b>Lunch</b>
<b>13:15</b>	<b>'Positioning and messaging'</b> We will look at the April Dunford positioning framework and look how you can use this. This will then lead to messaging framework - followed by a live exercise.
<b>14:30</b>	Comfort break / refreshments
<b>14:45</b>	<b>'Developing sales enablement'</b> We will look at how once your product has gone to market how you can support it with successful sales enablement. We will go through both internal and external enablement and look at how you can develop successful enablement for market success.
<b>15:45</b>	Wrap up and conclude
<b>16:00</b>	<b>Session ends</b>

### About the trainer: Collette Johnson, Cambridge Product Marketing



Collette founded Cambridge Product Marketing, has been named as one of the top 100 product marketers in the world by product marketing alliance and is also a mentor and coach at Cambridge Judge Business School. With extensive experience in B2B product marketing, Collette specialises in both new-to-market products and those that are yet to meet their full market potential. She works with a broad range of business from highly innovative start-ups to global leading organisations, to help them realise their ambitions.

### Cambridge Wireless (CW) - [www.cambridgewireless.co.uk](http://www.cambridgewireless.co.uk)

CW is the leading international community for companies involved in the research, development and application of wireless and mobile, internet, semiconductor and software technologies. With over 400 members from major network operators and device manufacturers to innovative start-ups and universities, CW stimulates debate and collaboration, harnesses and shares knowledge, and helps to build connections between academia and industry. CW's 19 Special Interest Groups (SIGs) provide its members with a dynamic forum where they can network with their peers, track the latest technology trends and business developments and position their organisations in key market sectors. CW also organises major conferences and start-up

competitions along with other high-quality industry networking events and dinners. With headquarters at the heart of Cambridge, UK, CW partners with other international industry clusters and organisations to extend its reach and remain at the forefront of global developments and business opportunities.