PROPOLIS TRAINING
FROM B2B MARKETING

Propolis Training Course Guide

Upskill your core B2B marketing competencies with our expert-led training courses.



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PROPOLIS TRAINING
FROM B2B MARKETING

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ABM ESSENTIALS

Upskill your teams and learn how to create or enhance your ABM programs

Delivered by **Robert Norum**, Propolis ABM & Demand Strategy Expert, this course introduces the core principles of Account-Based Marketing (ABM). You'll learn how a focused, account-centric approach can build stronger client relationships, elevate brand perception, and accelerate revenue and pipeline impact.



Robert Norum

Propolis ABM & Demand Strategy Expert

About Robert

Robert Norum is a senior B2B marketer with over 30 years' experience across publishing, IT distribution, agencies, and consulting. For the past 13 years, he has specialised in Account-Based Marketing, delivering the ABM Essentials course to more than 1,200 B2B marketers since 2017. He is also the ABM and Demand Strategy Expert for B2B Marketing's Propolis community.

Course description

ABM Essentials provides a complete walkthrough of the fundamentals needed to embed ABM into your organization's marketing and sales approach. This highly practical two-day virtual course explains how ABM works, what it looks like in practice, and how to adopt and deliver it successfully. It is one of our most established programs, with over 850 delegates trained in the past three years alone.

What you'll learn

- How to pitch ABM internally and develop your strategy and messaging.
- How to secure executive buy-in and sales engagement.
- How to segment and select target accounts.
- The six-stage process across all three types of ABM.
- How to use research and insight effectively, and how to measure your ABM program.

Who should attend this course?

ABM Essentials is ideal for teams beginning their ABM journey, as well as marketing and sales professionals who want a practical refresher to overcome common challenges.

All participants will receive a 100+ slide deck covering all content delivered across two 3-hour training sessions.

Interested in booking?

Book your space today by clicking below. Alternatively, contact Sarah Lovelock at **sarah.lovelock@b2bmarketing.net**

Book now

"Robert is a fantastic facilitator/ trainer of the course and his style made the course topic more personal. The case studies on day 2, were awesome!"

"The two days were very interesting and compelling. They provide you with the right methodology and strategy to start ABM"

AI POWERERED ABM

Upskill your teams and enhance your learning with our ABM training.

Right now, ABM teams are under a lot of pressure from leadership to make campaigns more efficient with AI. In the midst of this, they're left figuring out what actually works, where to find reliable data, and how to prove it's driving revenue. In this session, Orla Murphy and Jake Bird will cut through the noise to show you exactly where AI helps your ABM program, and where it risks wasting your time.



Orla Murphy

Founder & ABM Strategist

Orla has over 20 years' experience in B2B marketing, spanning strategy, planning, channel, SMB, customer, and acquisition marketing. She has led teams, built GTM programmes, and delivered impactful results for brands including Vodafone, Symantec, and Virgin Media.



Jake Bird

Director & ABM Strategist

Jake works at the intersection of AI and strategic marketing, helping businesses move faster and think smarter. He builds practical AI tools and automations that boost efficiency and deliver clear marketing impact.

Course description

We'll work through a real ABM program scenario from start to finish, building an AI-assisted plan that actually makes sense – and prove that AI is definitely not about to take your job! You'll see the difference in outputs between prompting and automating account intelligence and content personalisation, with live examples. And how best to use tools like NotebookLM and Claude to dig into the findings, group accounts by priority, and create personalised messaging that resonates and scales. You'll understand how to set up the right guardrails and build a measurement framework that connects AI outputs to pipeline growth and deal velocity.

What you'll learn

- A straightforward framework connecting problems to AI tools to ABM results
- How to choose the right AI pilots with human-in-the-loop oversight
- Turning account insights into messaging strategies and content plans that work
- A measurement approach that connects AI outputs to revenue

Who should attend this course?

Ideal for teams implementing ABM for the first time and those looking to scale or optimise existing ABM programmes using AI.

All participants will receive a 100+ slide deck covering all content delivered across two 3-hour training sessions.

Interested in booking?

Book your space today by clicking below. Alternatively, contact Sarah Lovelock at **sarah.lovelock@b2bmarketing.net**

Book now

AI WRITING FUNDAMENTALS

Harness generative AI to accelerate and improve your B2B writing.

Discover how AI writing can multiply the unique human value of your B2B marketing content in this practical workshop led by B2B copywriting expert **David McGuire**. You'll explore real-world use cases, understand common pitfalls, and gain a clear framework for reviewing AI-generated text.

David McGuire

B2B Copywriting and Creativity Expert



About David

David McGuire is B2B Marketing's resident B2B copywriting expert and trainer. With more than 20 years' experience, he has made complex and technical subjects engaging across industries ranging from air conditioning controllers to cybersecurity insurance. He spent eight years as Creative Director at the UK's largest specialist B2B technology writing agency before launching his own coaching and consultancy practice. He is also a regular host of the UK's national copywriting events.

Course description

According to McKinsey, writing first drafts is now the most common business use of generative AI. But effective use goes far beyond asking ChatGPT to write a blog. This two-day online workshop provides a safe, structured approach to using AI—helping you avoid hallucinations, originality issues, and brand risk while amplifying your human strengths. You'll experiment with tools, build realistic use cases, and apply AI directly to your own writing process.

What you'll learn

- How to identify the right AI use cases in your content workflow.
- What large language models can—and can't—do.
- How to use AI to generate ideas and improve your writing.
- How to build a structured review and editing process for AI-generated content.
- How to harness AI's strengths while avoiding its pitfalls in B2B writing.

Who should attend this course?

This course is ideal for any B2B marketer considering generative AI for content creation, as well as those already using AI who want clearer frameworks around legal, originality, accuracy, and ethical concerns.

All participants will receive a 100+ slide deck covering all content delivered across two 3-hour training sessions.

Interested in booking?

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Book now

> *Hands-on group work with different AI models - helpful because it gave me the opportunity to think outside the box, i.e., a prompt containing "in the style of..." is eye-opening!"*

> *David's got the right personality for this sort of instruction - very engaging. I enjoyed the interaction with the other attendees and liked the use of interactive Zoom features."*

B2B COPYWRITING

Write with power and confidence: a practical B2B copywriting workshop.

Master the art of B2B copywriting with **David McGuire.** This course focuses on the five core competencies every successful B2B writer needs to create stronger, more effective marketing copy—and to commission better work from others.



David McGuire

B2B Copywriting and Creativity Expert

About David

David McGuire is B2B Marketing's resident B2B copywriting expert and trainer. With more than 20 years' experience, he has made complex and technical subjects engaging across industries ranging from air conditioning controllers to cybersecurity insurance. He spent eight years as Creative Director at the UK's largest specialist B2B technology writing agency before launching his own coaching and consultancy practice. He is also a regular host of the UK's national copywriting events.

Course description

Most effective B2B content formats are text-based, which means better writing leads directly to better results. In this two-day online workshop, David shares a clear, structured approach to writing and reviewing professional B2B marketing copy, using practical examples that reflect real-world challenges.

What you'll learn

- How to write with authority and avoid common B2B copywriting mistakes.
- How to make complex and technical subjects clear and compelling.
- How to obtain higher-quality input from stakeholders and contributors.
- How to succeed in key B2B formats, including blogs, emails, and web copy.
- How to humanise your brand through effective voice and tone.

Who should attend this course?

This course is designed for B2B marketers who want to strengthen a core professional skill, eliminate bad habits, and produce consistently higher-quality copy.

All participants will receive a 100+ slide deck covering all content delivered across two 3-hour training sessions.

Interested in booking?

Book your space today by clicking below. Alternatively, contact Sarah Lovelock at **sarah.lovelock@b2bmarketing.net**

Book now

"Interactive: love the way David involved everyone in the course, asking for an active participation. Insightful: It was good to learn a few tricks to make content more engaging."

"I went away feeling more knowledgeable and confident in my copywriting skills ."

B2B STORYTELLING

Your business has a story to tell. This course will help you tell it

Learn how to craft compelling narratives that resonate with your audience and drive business results. Led by **Joshua Morse**, this course explores how storytelling builds trust, taps into emotion, and creates memorable B2B brands.



Joshua Morse

B2B Storytelling & Value Proposition Specialist

About Joshua

Joshua Morse is a strategic marketing consultant with 25 years of B2B Marketing experience. Before moving into consultancy in 2012, Joshua worked with prominent B2B-focused brands. His career began at a major market research firm. Today he has a delightfully diverse mix of clients taking him from pizza to precision robotics on a weekly basis. He also works extensively in the marine and yachting industries, helping businesses from other sectors access B2B opportunities through intelligent market entry strategies.

Course description

Storytelling activates the emotional, decision-making part of the brain. Yet many B2B marketers struggle to believe their business has a story worth telling. This course shows you how to uncover that story and communicate it in a way that truly matters to your audience.

What you'll learn

- How to transform basic messages into engaging, inspiring stories.
- When to develop stories in-house and when to outsource.
- How to profile audiences and align stories with customer niches.
- How to build story frameworks that drive emotional outcomes.
- How to adapt storytelling across different channels.

Who should attend this course?

Ideal for marketers new to storytelling or those seeking a clearer framework. This is not a creative writing course, but a practical structure for more engaging content.

All participants will receive a 100+ slide deck covering all content delivered across two 3-hour training sessions.

Interested in booking?

Book your space today by clicking below. Alternatively, contact Sarah Lovelock at **sarah.lovelock@b2bmarketing.net**

Book now

I absolutely recommend this course! A clearly defined agenda and tonnes of relevant B2B Storytelling examples."

I thought the course was insightful and offered a lot of tools and techniques for improving storytelling within B2B."

B2B PRODUCT MARKETING MASTERCLASS

Join our B2B Product Marketing Masterclass

Learn how to create B2B products and services that resonate with your audience and outperform competitors. This comprehensive course delivers practical insights and real-world strategies to elevate your product marketing approach.



Joshua Morse

B2B Storytelling & Value Proposition Specialist

About Joshua

Joshua Morse is a strategic marketing consultant with 25 years of B2B Marketing experience. Before moving into consultancy in 2012, Joshua worked with prominent B2B-focused brands. His career began at a major market research firm. Today he has a delightfully diverse mix of clients taking him from pizza to precision robotics on a weekly basis. He also works extensively in the marine and yachting industries, helping businesses from other sectors access B2B opportunities through intelligent market entry strategies.

Course description

Navigate the competitive B2B landscape with confidence. This course explores commercialisation, customer-centric product development, and market analysis, equipping you with tools to differentiate and win.

What you'll learn

- How to conduct effective market and competitor analysis.
- How to develop strong differentiation strategies.
- How to leverage user feedback and iterate product development.
- Real-world examples of successful product marketing.
- How to craft compelling value propositions aligned to customer pain points.

Who should attend this course?

Ideal for professionals new to B2B product marketing or those seeking a structured framework for success.

All participants will receive a 100+ slide deck covering all content delivered across two 3-hour training sessions.

Interested in booking?

Book your space today by clicking below. Alternatively, contact Sarah Lovelock at **sarah.lovelock@b2bmarketing.net**

Book now

"I have learned a lot about product marketing in just 6 hours, Great content and interactions."

B2B INFLUENCER MARKETING

Master the Art of B2B Influencer Marketing

Discover how to harness influencer marketing to build authentic relationships, enhance brand visibility, and drive measurable results. Led by **Robyn Hartley**, this course focuses on both internal and external influencers.



Robyn Hartley

Influencer Marketing Expert

About Robyn

Robyn Hartley is Founder of Paper Kite Media, supporting B2B brands and agencies to build thought leadership and influencer strategies. She brings over 12 years' experience working with some of the industry's largest B2B organizations.

Course description

Influencer marketing is now a powerful B2B tactic—but knowing where to start can be challenging. This course provides practical guidance on building, integrating, and measuring influencer campaigns within your wider marketing strategy.

What you'll learn

- The role of influencer marketing in B2B strategy.
- How to identify and engage the right influencers.
- How to create content aligned to business goals.
- How to maximise and measure campaign impact.
- How to scale from pilot campaigns to long-term strategy.
- How to activate internal influencers alongside external partners.

Who should attend this course?

Ideal for B2B marketers looking to test, launch, or scale influencer marketing with confidence.

All participants will receive a 100+ slide deck covering all content delivered across two 3-hour training sessions.

"Being able to apply the teachings to a working example that is relevant to my work was very helpful."

Interested in booking?

Book your space today by clicking below. Alternatively, contact Sarah Lovelock at **sarah.lovelock@b2bmarketing.net**

Book now

BECOMING A COMMERCIAL MARKETER

Learn how to become a Commercial Marketer

Do you struggle to demonstrate marketing's impact on business outcomes or justify investment? This course helps you position marketing as a true commercial driver.



Georgina Gilmore

Propolis Channel and Strategy Expert

About Georgina

Georgina (Georgie) Gilmore is a global B2B marketing expert with over 30 years' experience driving revenue growth. She runs The B2B Marketing Expert consultancy and is a Propolis Expert specialising in strategy and channel partner marketing.

Course description

This two-day virtual course equips you with practical skills, tools, and frameworks to demonstrate marketing's commercial value and elevate your impact within the business.

What you'll learn

- What it means to be a commercial marketer.
- Where marketing leaders need to focus today.
- Common barriers to commercial thinking—and how to overcome them.
- The five priorities of successful commercial marketers.
- The six critical commercial marketing skills.

Who should attend this course?

Ideal for marketing managers and above who own budgets and want to position marketing as a value-driving commercial function.

All participants will receive a 100+ slide deck covering all content delivered across two 3-hour training sessions.

Interested in booking?

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Book now

> *Her real-world examples of Commercial Marketing made the concepts easy to grasp, and the session was both insightful and practical."*

> *Being able to apply the teachings to a working example that is relevant to my work was very helpful."*

B2B CONTENT MARKETING MASTERY

Does your marketing strategy need a content reboot?

Create an insight-driven B2B content marketing strategy that delivers results.



Pamela Muldoon

Founder and principal strategy consultant of Strategic Marketing Training.

About Pamela

Pamela Muldoon is Founder and Principal Strategy Consultant at Strategic Marketing Training. She works with organizations to align content strategy to business goals and improve efficiency across content operations. She also hosts the This Is Strategic Marketing Podcast.

Course description

This immersive two-day workshop is designed for mid-level marketers and team leaders who want to elevate their content marketing strategy. Through hands-on exercises, you'll learn how to plan, execute, and measure content that drives business impact.

What you'll learn

- How to reset and refocus your content marketing strategy.
- How to define clear, achievable content goals.
- How content supports the full customer journey.
- How to adapt content for ABM.
- How to optimise content operations, tools, and distribution.

Who should attend this course?

Ideal for marketers new to content marketing or experienced practitioners looking to re-energise their approach.

All participants will receive a 100+ slide deck covering all content delivered across two 3-hour training sessions.

Interested in booking?

Book your space today by clicking below. Alternatively, contact Sarah Lovelock at **sarah.lovelock@b2bmarketing.net**

Book now

> *The style of teaching - it was very entertaining The course material - lots of new and fun info The group discussions with like minded people - so good."*

> *Well structured, great insights, and very informative."*

B2B FINANCIAL ACUMEN

Becoming a Financially Fluent B2B Marketer

A practical course to help B2B marketers build commercial confidence and understand how marketing drives profit, not just pipeline. Learn to link your work to revenue, margin, and growth, and communicate ROI with confidence.



Sharon Collins

Financial Acumen Expert

About Sharon

Sharon is the Financial Acumen Expert for Propolis. She has over 25 years' experience with PE-backed, publicly listed and privately-owned B2B companies in accountancy, law, consulting, engineering, property and construction and is now an independent consultant.

Course description

This highly interactive course is built around practical exercises that help you understand how different areas of marketing influence profit and revenue. Through hands-on activities, you'll practise reshaping KPIs, building ROI models, developing business cases, and communicating commercially-focused insights you can apply directly in your role.

What you'll learn

- Core financial concepts (revenue vs profit vs cash, margins, fixed vs variable costs) and how marketing influences these
- How to move from vanity metrics to commercial metrics
- Tools and tips for practical ROI measurement
- How to build a business case for more investment
- How to speak the language of Finance and the C-suite
- How to communicate the 'numbers' with confidence.

Who should attend this course?

B2B marketers (all levels) who want to become more commercially credible and financially aware.

All participants will receive a 100+ slide deck covering all content delivered across two 3-hour training sessions.

Interested in booking?

Book your space today by clicking below. Alternatively, contact Sarah Lovelock at **sarah.lovelock@b2bmarketing.net**

Book now

EMERGING MARKETING LEADERS PROGRAM

Learn how to become a marketing leader

This program complements your technical marketing expertise with the leadership skills, behaviours, and competencies needed to progress into senior roles.



Jarmila Yu

Strategy & Marketing Talent Specialist

About Jarmila

Jarmila Yu is Founder and Managing Director of YUnique Marketing Ltd and a Consulting CMO. With 25+ years' experience leading marketing teams across start-ups, challenger brands, and global organizations, she specialises in marketing leadership and talent development.

Course description

This course focuses on self-development, leadership mindset, and career progression—helping you invest time in yourself and your future as a marketing leader.

What you'll learn

- Core leadership principles and decision-making.
- Strategy and commercial leadership.
- How to shift from managing to leading.
- How to build strong stakeholder and agency relationships.
- How to manage conflict and coach your team effectively.

Who should attend this course?

Designed for mid-career marketers aspiring to leadership roles and seeking accelerated development.

All participants will receive a 100+ slide deck covering all content delivered across two 3-hour training sessions.

Interested in booking?

Book your space today by clicking below. Alternatively, contact Sarah Lovelock at **sarah.lovelock@b2bmarketing.net**

Book now

We learned the importance of demonstrating value in a way that makes sense to other functions, teams, and leaders in the organisation."

Very well organised, insightful and interactive. I came away with new skills and actions I can benefit from straight away."

Training Course Dates 2026/27

All virtual sessions run from: 2pm - 5pm (GMT/BST) / unless specified otherwise

Course description - Training Date(s)

ABM Training

ABM Essentials - April 15-16, 2026 | September 9-10, 2026 | February 10-11 2027

Practical AI for ABM - May 6, 13, 20, 28, 2026 | October 6, 13, 20, 27, 2026
Run on a weekly basis, 2 hours per week for 4 weeks.

B2B Marketing Skills

AI Writing Fundamentals - June 3 - 4, 2026 | November 11 - 12, 2026

B2B Copywriting - April 22 - 23, 2026 | February 3 - 4, 2027

B2B Influencer Marketing - April 29 - 30, 2026 | September 30 - October 1, 2026

B2B Product Marketing Masterclass - May 13 - 14, 2026 | March 17 - 18, 2027

B2B Storytelling - June 17 - 18, 2026 | September 16 - 17, 2026

Becoming a Commercial Marketer - June 24 - 25, 2026 | December 2 - 3, 2026

B2B Content Marketing Mastery - October 7 - 8, 2026 | March 10 - 11, 2027

The Financially Fluent B2B Marketer. - April 15 - 16, 2026

B2B Leadership Skills

Emerging Marketing Leaders Program - May 19 - 20, 2026 | October 12 - 13, 2026

Book your course

For single or multiple bookings, contact Sarah Lovelock at **sarah.lovelock@b2bmarketing.net** or book directly through our **website.**

Pricing and Contact

Virtual sessions

For Propolis members

£699 plus VAT

For non-members

£799 plus VAT

In-person sessions

For Propolis members

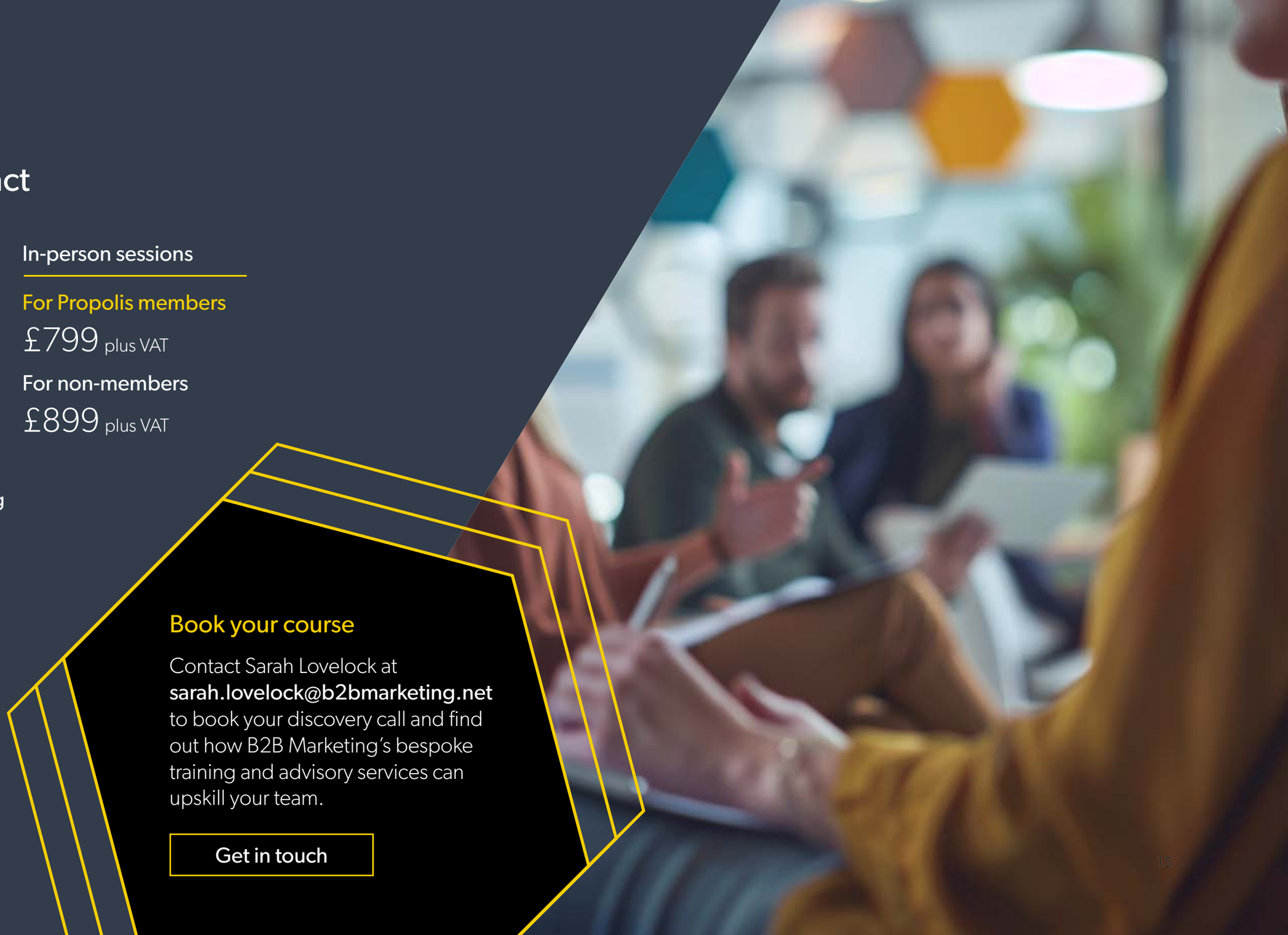
£799 plus VAT

For non-members

£899 plus VAT

We also offer bespoke training and advisory services that can be tailored to your specific business needs.

For Propolis members who have training credits included in your program, contact your dedicated customer success manager to book on.



Book your course

Contact Sarah Lovelock at **sarah.lovelock@b2bmarketing.net** to book your discovery call and find out how B2B Marketing's bespoke training and advisory services can upskill your team.

Get in touch


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b2bmarketing.net/propolis
+1 (555) 701 44920
+44 (0) 20 7014 4920
training@b2bmarketing.net