



PROPOLIS
TRAINING

FROM B2B MARKETING

Training Course Guide 2024

Upskill your core B2B marketing competencies through our case study rich, outcome led training courses, all directed by industry-leading trainers with real-world experience.



View all courses online at: www.b2bmarketing.net/training



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AI Writing Fundamentals for B2B

Next course: July 2 | In-person

Book now



David McGuire

B2B Copywriting and
Creativity Expert,
B2B Marketing

McKinsey says writing first drafts is now the most popular business use for generative AI. But you can't just ask ChatGPT to write your content. With hallucinations, inconsistencies, and concerns about originality, you need a safe, structured approach that uses AI to amplify your human strengths—without undermining your brand.

Supervised by a B2B copywriting expert, this practical, hands-on workshop will help you learn:

- Find the right use cases for AI-generated content.
- Understand how a Large Language Model works, and what this means.
- Gain a structured approach for reviewing AI writing.
- Use AI to help you generate ideas and evaluate your work.
- Avoid common generative AI pitfalls.

Brand-driven Growth

Next course: May 22-23 | Virtual

Book now



Darren Coleman

Brand Expert,
B2B Marketing

Brand-driven innovation emerges as a strategic solution, yet many marketers struggle to initiate and structure these initiatives, often opting for quantity over quality. This concise and highly interactive two-half-day training addresses this challenge by:

- Cultivating a consistent brand, product, experiences, and strategy mindset.
- Aligning brand-driven thinking with the organization's overarching strategy.
- Competing by delivering engaging brand experiences.
- Implementing advanced statistical techniques to mitigate brand risks.
- Incorporating and identifying new KPIs for comprehensive brand assessment. and much more...

B2B Product Marketing

Next course: June 5-6 | Virtual

Book now



Joshua Morse

B2B Storytelling &
Value Proposition
Specialist,
B2B Marketing

This comprehensive training course offers a deep dive into customer-centric product development. Understand the customer journey, identify target audiences, hands-on product development practices, craft compelling value propositions and much more. You will also learn to:

- Define the commercialization process in product development.
- Identify and analyze the target audience.
- Apply techniques for ideation, brainstorming, and creating a Minimum Viable Product.
- Gain insights into iterative product refinement, utilizing user feedback, surveys, interviews, and market analysis.
- Demonstrate understanding of continuous improvement, iteration, and crafting compelling value propositions aligned with customer pain points through practical workshops and real-world case studies.

More dates: Jul 2 (London), Sep 18-19 (virtual), Nov 5 (London)

87% of marketers using ABM say it delivers the highest ROI in their mix.

Learn about Account-Based Marketing (ABM) with Robert Norum: a powerful strategy that can help organizations enhance client relationships, build their reputation, and ultimately drive growth in revenue and opportunities.



Robert Norum

ABM & Demand Strategy
Expert, B2B Marketing

Course description:

Our ABM Essentials course will give you a complete walkthrough of the fundamentals you'll need to get ABM embedded into your organization's approach to marketing & sales. This two-day virtual course will provide you with a highly practical overview of how ABM works, what it looks like in practice, and how to adopt and deliver it successfully in your business.

The ABM Essentials course is one of our most established courses with over 850+ delegates successfully trained by Faculty ABM expert Robert Norum over the last three years.

What you'll learn:

Our ABM Essentials course will give you a complete understanding of ABM and how to get it up and running in your organization. You'll learn:

- How to pitch ABM to your organization, develop your strategy & messaging.
- How to get executive buy-in and sales engagement.
- How to segment and select accounts.
- The six-stage process for all three types of ABM.
- How to use research & insight effectively while measuring your ABM program.

“Great at explaining all aspects of ABM; Robert's practical knowledge gave insight onto how I can induct ABM into my business.”

“I will now revise our current Account-based Marketing strategy and carry out our processes in a more structured way.”

Who should attend this course?

This course is ideal for anyone either starting on their ABM journey or looking to refresh their skills or who has challenges with their current account-based strategy.

All participants will receive the 100+ slide deck with all the content covered over the course of the two 3-hour training sessions.

Interested in booking?

Book your space today by clicking below. Alternatively, contact Louise Edkins at training@b2bmarketing.net or message her directly on [LinkedIn](#).

BOOK NOW

More dates: Nov 20-21 (virtual)

Harness generative AI to accelerate and improve your B2B writing

Discover how AI writing can amplify the unique human value of your B2B marketing content. Focusing on key fundamentals, you'll find use cases, spot pitfalls, and gain a clear structure for reviewing AI-generated text.



David McGuire

B2B Copywriting and Creativity
Expert, B2B Marketing

Course description:

According to McKinsey, writing first drafts is now the most popular business use for generative AI. But it's not as easy as just asking ChatGPT to write your blog. With hallucinations, inconsistencies, and originality issues, you need a safe, structured approach that uses AI to amplify your human strengths – without risking your brand.

This highly practical, two-day online workshop will give you a chance to experiment and build realistic use cases for AI in your own content writing process. Led by B2B writing and creativity expert David McGuire, you'll get to know the possibilities and pitfalls as you improve and accelerate your work.

What you'll learn:

Crucially, this is not an exercise in wishful thinking, or another presentation on the futuristic magic of AI. It's a realistic look at the approach you need to make the most of the emerging tools: where you can use them, and where you can't. You'll learn:

- Find the right use cases for generative AI in your content process.
- Understand what a Large Language Model can and can't do for you.
- Use AI to help you generate ideas and improve your writing.
- Build a clear, structured process for reviewing AI-written text.
- Harness the strengths and avoid the pitfalls of AI writing for B2B.

As you develop your understanding of the fundamentals of AI writing, you'll gain a clear, structured review method to help you avoid the pitfalls along the way.

Who should attend this course?

This fundamentals course is for any B2B marketer who's considering using generative AI as part of their content writing process.

It's also ideal for marketers who have already begun to use AI but need a clearer framework to feel confident about legal, originality, accuracy, and ethical issues.

Interested in booking?

Book your space today by clicking below. Alternatively, contact Louise Edkins at training@b2bmarketing.net or message her directly on [LinkedIn](#).

BOOK NOW

B2B Content Marketing

July 2 | In-person (London)

More dates: Oct 16-17 (virtual)

Does your marketing strategy need a content reboot?

Led by content marketing expert Ruth Connor, this B2B content marketing course is designed to help you create compelling content that engages, educates, and converts your target audience.



Ruth Connor

Content Marketing Specialist,
B2B Marketing

Course description:

We explore what it takes to produce effective content marketing and what you can do to avoid the most common challenges – cutting through the content overload, only thinking tactics, and delivering to internal requests without having a joined-up strategy.

What you'll learn:

In this practical, interactive two-day online course, Ruth Connor, marketing director, and trainer will help you explore how content marketing can help you achieve brand awareness, trust, and loyalty goals. You will learn:

- How to reset your content marketing strategy.
- How to set clearly defined, achievable content marketing goals.
- How content marketing can support the entire customer journey and your marketing funnel.
- How to adapt content for account-based marketing.
- To examine the activities needed to support your content marketing – from asset creation to distribution, tools and tech, and more.



A great well structured course with dynamic content and insights, also a good place to network and find out what other marketers are doing for their business.



Who should attend this course?

Ideally suited to those who are new to content marketing or current practitioners wanting to re-energize their content marketing.

This interactive and practical workshop gives you actionable takeaways and the opportunity to learn from other B2B marketers facing similar challenges.

Interested in booking?

Book your space today by clicking below. Alternatively, contact Louise Edkins at training@b2bmarketing.net or message her directly on [LinkedIn](#).

BOOK NOW

B2B Copywriting

June 19-20 | Virtual

More dates: Oct 9-10 (virtual)

Write with power and confidence; a B2B copywriting workshop.

Master the art of copywriting with David McGuire; learn how to create (and commission) higher quality copy with the five key competencies any successful B2B writer needs to get maximum results.



David McGuire

B2B Copywriting and Creativity
Expert, B2B Marketing

Course description:

Where most effective B2B content formats are text-based, better writing means better results. And this course will give you confidence and skills – with B2B-specific examples – to take your writing to a new level.

In this practical two-day online workshop, leading B2B copywriter David McGuire will share a clear, structured approach to writing and reviewing professional B2B marketing copy – creating content that delivers on your objectives.

What you'll learn:

This is no generic writing course. With 15 years' dedicated B2B writing experience, David has created this course to address the real issues B2B marketers face – like how to:

- Write with authority and power, and avoid common B2B mistakes.
- Make technical subjects clear and compelling – without “dumbing down”.
- Obtain better quality content from stakeholders and writers.
- Succeed in popular B2B content formats, including blog posts, emails, and web copy.
- Humanize your brand through smart use of voice and tone.

“Copywriting content based on real world issues and experiences; personalised to the needs of our group.”

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

Who should attend this course?

This course is for someone who wants to power up their skills in B2B copywriting, drum out common mistakes, and further develop this core skill for B2B marketers.

Interactive and practical workshop, with actionable takeaways and the opportunity to learn from other B2B marketers facing similar challenges.

Interested in booking?

Book your space today by clicking below. Alternatively, contact Louise Edkins at training@b2bmarketing.net or message her directly on [LinkedIn](#).

BOOK NOW

B2B Product Marketing

June 5-6 | Virtual

More dates to be confirmed

Join Our B2B Product Marketing Masterclass

Learn how to create B2B products and services that resonate with your target audience and outshine competitors. This comprehensive course offers practical insights and real-world strategies to elevate your product marketing game.



Joshua Morse

B2B Storytelling & Value
Proposition Specialist, B2B
Marketing

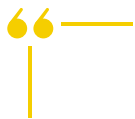
Course description:

Navigate the competitive landscape of B2B product marketing with precision. Discover the commercialization process and why customer-centricity is paramount in B2B product marketing. Equip yourself with powerful analysis tools to gain invaluable insights into your competitors and customers.

What you'll learn:

Master the art of product development from ideation to execution. Explore techniques for generating ideas and creating a product that captures market attention.

- Conduct insightful market analysis and dissect your competitor's product strategy.
- Propose innovative differentiation tactics to carve out your unique position in the market.
- Leverage user feedback and embrace the iterative nature of product development.
- Delve into real-world examples of successful product management strategies.
- Craft value proposition statements that resonate with your audience and align with their pain points.



This course will equip delegates with a clear, logical approach to product development and portfolio management, which can be replicated time and again.



Who should attend this course?

Ideally suited for people new to B2B Product Marketing or those who have experience but are yet to find the perfect framework for success.

Interested in booking?

Book your space today by clicking below. Alternatively, contact Louise Edkins at training@b2bmarketing.net or message her directly on [LinkedIn](#).

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B2B Storytelling

July 2 | In-person (London)

More dates: Sep 25-26 (virtual)

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

Craft compelling narratives that resonate and relate to your audience to drive business results. Learn how to tap into emotions, build trust, and create a memorable brand image through modern storytelling with Joshua Morse.



Joshua Morse

**B2B Storytelling & Value
Proposition Specialist, B2B
Marketing**

Course description:

Effective storytelling helps trigger the part of our brain that makes 'gut' reactions, the limbic brain. It is an emotional decision-making tool, which predates language. It is here that we decide what we like, love, and will spend money on before our logical mind splutters into action. If you start with hard facts rather than emotion, you are set to fail.

The biggest hurdle we B2B marketers often face is convincing ourselves we have a story worth telling. Yet, behind every brand, product, and idea is a story.

What you'll learn:

We simply need to apply the right methodology to find it, and then tell that story in a way that matters to our target audience. This course will teach you to:

- Transform your basic stories into inspiring and engaging ones.
- Develop the best story you can in-house, or identify when you need to outsource.
- Profile your audience to match customer niche with the right content.
- Build a story framework that affects a desired emotional outcome.
- Adapt your broadcast approach depending on different channels.



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



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



Who should attend this course?

This course is ideally suited for people new to business storytelling or who have experience but are yet to find the perfect framework to structure their content.

This is not a creative writing course; it provides a framework on which you can hang your words to make them more engaging.

Interested in booking?

Book your space today by clicking below. Alternatively, contact Louise Edkins at training@b2bmarketing.net or message her directly on [LinkedIn](#).

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Brand-driven Growth

May 22-23 | Virtual

More dates to be confirmed

Build a B2B brand that drives growth in existing and new markets

Learn how to use your brand as a platform for growth with Dr. Darren Coleman; Immediately apply proven, practical tools for brand growth and templates to your organization.



Darren Coleman

Brand Expert,
Propolis

Course description:

Brand-driven growth is frequently identified as a route to realizing strategic aspirations. But knowing how to start and structure brand-driven growth initiatives is a challenge many B2B marketers face.

This highly interactive two-half-day training solves that problem by breaking down the process of understanding and articulating a brand-driven growth plan into digestible chunks. By the end of the training, you'll know how to use The Brand-driven Growth Blueprint to structure and sequence your thoughts. This is a practical management tool that will help you get brand-driven growth right.

What you'll learn:

This isn't an entry-level introduction to brand building or brand management course. Calling on his 20+ years of global experience, Darren will help participants:

- Nurture a consistent brand, product, experiences, and strategy mindset.
- Dovetail brand-driven thinking with your organization's overarching strategy.
- Structure and scale their approach to brand-driven growth.
- Stay relevant by competing through engaging brand experiences.
- Develop the support unit teams' brand-driven growth capability.
- Apply advanced statistical techniques that reduce brand risk.
- Obtain objective and actionable feedback on your brand-driven growth plans.

“Darren's expertise is of particular relevance to services brands which face unique brand challenges and will be very valuable all.”

“Darren also customised his training to the course participants using relevant content that tailored to current challenges we were facing”

Who should attend this course?

It is not an entry-level course; this course has been designed with senior marketers in mind (Chief Marketing Officer, Marketing Director, Senior Marketing Executives).

People who are open to constructively challenging existing marketing methods (myths!) based on robust evidence and insight.

Interested in booking?

Book your space today by clicking below. Alternatively, contact Louise Edkins at training@b2bmarketing.net or message her directly on [LinkedIn](#).

BOOK NOW

More dates to be confirmed

Want to make sense of your data but are struggling to start?

Are you finding it hard to demonstrate the ROI of building a data-focused strategy to key stakeholders? Learn how to gather, analyze, and practically apply your data within your marketing strategy with Tony Lamb.



Tony Lamb

Data and Insight Expert, B2B Marketing

Course description:

This comprehensive course will equip you with the knowledge and skills necessary to effectively leverage data and analytics to drive successful B2B marketing campaigns. Learn how to gather and analyze data, target the right audiences, and optimize your marketing efforts for maximum impact.

What you'll learn:

This two-day online interactive data marketing training course will provide you with a highly practical overview of what you can do with your data to deliver insights that can be used to build closer, more profitable relationships with your customers.

- The principles of customer-centric, data-driven marketing.
- Master data management and why it's important.
- How to segment your customers and understand where the value lies.
- Use the "voice of the customer" data sources to optimize customer experience.
- Data-driven marketing opportunity areas to drive business performance.
- Discover what you need to make your marketing more data-driven.

“
Tony provided a good balance between explanations & exercises with focus on encouraging a data-centric mindset
”

Who should attend this course?

This course is tailored to marketers looking to develop strategic thinking and improve company performance through data-driven insights.

Additionally, ABM roles that aim to find high-value customers and understand their optimal profiles would benefit from attending a data marketing course.

Interested in booking?

Book your space today by clicking below. Alternatively, contact Louise Edkins at training@b2bmarketing.net or message her directly on [LinkedIn](#).

Emerging Marketing Leaders

May 14-15 | Virtual

More dates: Oct 22-23 (virtual)

Learn how to become a marketing leader

The program is designed to complement your existing expertise in marketing with the skills, competencies, and behaviors you will need to become a marketing leader.



Jarmila Yu

Strategy & Marketing Talent Specialist, B2B Marketing

Course description:

When was the last time you reviewed and invested time in professional development?

We're not talking about training courses on developing your technical marketing skills and abilities, but the time investment in supporting your self-development, focusing on your career aspirations, setting personal career goals, and shaping action plans towards helping you achieve personal career growth. This course offers you exactly that. It's a chance to take time to invest in yourself.

What you'll learn:

- Explore the cornerstones of leadership; how decision-making and influence build the foundations of a leader.
- Strategy and commercial leadership: the role of marketers in developing strategy.
- You as a leader: learn how to free up your time to focus on leading rather than managing.
- Build fruitful relationships across your team, agencies, and stakeholders.
- Improve relationships and manage conflict, and develop your people through coaching.

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

Clear and concise delivery of content, very personable approach, useful personal insights too.

Who should attend this course?

The Emerging Marketing Leaders Training is aimed at mid-career marketing professionals who are aspiring to leadership roles.

The course offers you an accelerated learning opportunity and examines the prerequisites specific to leading a marketing team.

Interested in booking?

Book your space today by clicking below. Alternatively, contact Louise Edkins at training@b2bmarketing.net or message her directly on [LinkedIn](#).

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Training course dates 2024

All virtual courses run at: 2pm - 5pm (GMT/BST) / 9am - 12pm ET.

All In-person sessions run at: 9am - 5pm (GMT/BST) unless specified otherwise.

Course	Training Date(s)
NEW: Brand-driven Growth	May 22 - 23 Virtual
NEW: AI Writing Fundamentals for B2B	July 2 In-person, London (B2B Ignite) November 20 - 21 Virtual
NEW: B2B Product Marketing	June 5 - 6 Virtual
ABM Essentials	June 12-13 Virtual July 2 In-person, London (B2B Ignite) September 18 - 19 Virtual November 5 In-person, London (The Global ABM Conference)
Emerging Marketing Leaders	May 14 - 15 Virtual October 22-23 Virtual
B2B Storytelling	2 July In-person (B2B Ignite) September 25 - 26 Virtual
B2B Copywriting	June 19 - 20 Virtual October 9 - 10 Virtual
B2B Content Marketing	July 2 In-person, London (B2B Ignite) October 16 - 17 Virtual
Data-driven Marketing Essentials	More dates TBC

Book your course

For single or multiple bookings, contact us on training@b2bmarketing.net or book directly through our [website](#).

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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 offer customized training and advisory services that can be tailored to your specific business needs.

Whether your team is looking for help with campaign planning or execution, or your marketing leaders need guidance to help deliver on your strategic objectives, B2B Marketing is the trusted advisor to the B2B community.

GET IN TOUCH

Contact us on training@b2bmarketing.net to book your discovery call and find out how B2B Marketing's bespoke training and advisory services can upskill your team.