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EXAMPLE WORKSHOP FORMAT

September 2011

Every company needs to decide how the exploding 50+ market will affect them. How to translate this phenomenon into an opportunity. These are just some of the questions a marketer must be able to answer:

- How to segment the 50-Plus market
- What strategy options does marketing have to exploit the population's changing demographic and economic profile?
- What it means to be age-friendly
- The customer touch-points and how they are affected by age

This training workshop provides the skills and knowledge to address these issues and more.

OBJECTIVES OF THE WORKSHOP

Could include this following and more:

1. Understand why the 50-Plus are so important and the reasons they have been ignored.
2. Understand the physiological and psychological issues of ageing and their effect on consumption.
3. Recognise how each part of the marketing mix needs to adapt to the changing demographics.
4. Appreciate the marketing benefits and dangers of not recognising the 50-Plus's growing importance.
5. Ideate around the company's business and explore potential barriers and opportunities to exploit this historic phenomenon.



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WORKSHOP CONTENTS EXAMPLE

Our workshops are usually divided into four sessions. The style of teaching is highly interactive with delegates encouraged to contribute their own experiences. Following is a brief outline of how each session might go.

Session 1

- Why the 50+ market is so important. An explanation of the demographic, social and economic changes that are increasing the importance of the 50+ group.
- Marketing's blind spot. The reasons why older people tend to be ignored in the design of communications strategies. Why myths rather than sound research justifies this situation.
- Why and how to segment the 50-Plus age group. The over 50s covers a large group of people and their needs. Why it is essential to divide this group into different segments and the best techniques to use.

BREAK

Session 2

- What, if anything, is different about a 50'something and a 30'something in their brand and purchasing behaviour?
- What do we know about older peoples' reaction to marketing, use of media and willingness to change brand allegiance?
- Why and how each factor in the marketing mix is affected by the demographic shift
- How "age neutral" marketing can be used to improve the way organisations communicate with their markets

BREAK



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Session 3

- How to make all of the customer touch points within the organisation “50-Plus friendly”
- The physiological effects of ageing and how they effect consumption and influence age-friendliness.
- Content, language and imagery. The importance of creating content that is relevant and understandable by the older person. The style of language, choice of words and imagery must all be suitable for a 50-Plus audience.
- Case studies of how companies have responded (good and bad) to the 50-Plus challenge

BREAK

Session 4

- How to assess your company’s readiness to exploit the aging population. The critical questions to ask?
- Consider potential barriers between your company and the older market. Threats and opportunities.
- Consider short, medium and long-term solutions.
- Prioritise and action planning.

END