

Business Planning

This two day programme will demonstrate the importance of preparing a detailed business plan to deliver the strategy.

Suitable for:

Senior managers and publishers.

Programme:

- Difference between planning and strategy
- Linking the business plan to the strategy
- Business plan format
- Involving the team
- Executive summary
- Financial plans
- Marketing plan
- Sales plans
- Editorial plans
- Product and service plans
- New product development
- People plans
- Presenting and gaining approval
- Practical exercises and presentations
- Communicating the plan
- Reviewing the plan

Duration:

Two days