

# GO TO MARKET: HOW TO WIN WORK ABROAD



Registration by e-mail and response within 48 hours with a minimum lead time of 1 month. All training sessions are tailored to the agency, for a tailored quote e-mail [pia@thepdmstudio.com](mailto:pia@thepdmstudio.com).

## Prep – Online session

Understand current agency offer, client setup and positioning  
Discuss agency ambitions and relevant case studies  
Understand current marketing and newbiz plan

## Module 1 – Go to Market Strategy

Understanding the Market Landscape: Analysing the agency market in the US, UK wider EMEA and identifying unique challenges and opportunities.  
Define focus area 1–2 markets at a time  
Define competitor base and target audience  
Positioning: Update key messages for chosen market with relevant work  
Promoting: Relevant experience and marketing channels  
Prospecting: Client Development + Newbiz targets

- Shared in a 1/2 day workshop

## Module 2 – The Plan

Actionable 'Go to Market' Planning: Developing a comprehensive New Business Plan, defining commercial targets, ideal client profiles, communication channels, key messages, and performance metrics.  
Discuss potential agency partnerships and relevant events

- Shared in a 1/2 day workshop

## Conclusion

Go to Market Plan and individual KPIs with a clear action plan.  
Possible on-going support – depends on agency set up

## Participants

Individual or group training  
for up to 5 participants  
per agency

## Rates

£3,000 + costs for travel and venue – All training sessions are tailored

## Duration

Online pre-calls  
One day in person 10am – 5pm  
Accountability call

## Location

At the agency



## Trainer/Facilitator:

*Pia de Malherbe*  
New business consultant,  
trainer and founder of The  
Newbiz Academy.

Over 20 years' experience in new business and marketing for agencies. Pia has helped UK agencies establish business in Europe, Asia as well as the US. She worked between London and NYC for several years developing key client accounts for several agencies. She also has experience of building up US agencies in EMEA.

## Objectives

- Define international development goal and markets
- Understand target markets and potential prospects
- Develop key target areas in chosen market with tailored comms
- Clear strategy to enter chosen markets
- At the end of the course, participants will be able to action a 'Go to Market' strategy and plan.

## Audience

- Founder or MD, CEO
  - Senior Biz Dev lead
  - Senior client leads
- Anyone working in a creative agency who might be key in developing the offer abroad.

## Method

The course is designed to be interactive, alternating theory and practice. The emphasis is on practical exercises based on real examples workshops and methodologies are illustrated with examples and then applied in real situations.