



Telecommunication
Development Bureau (BDT)

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Subject: Workshop on “**Strategic and Marketing Management**” for Portuguese and Spanish speaking countries in Africa, Bissau, Guinea Bissau, 9-13 May 2011

Dear Sir/Madam,

On behalf of the International Telecommunication Union (ITU), I am pleased to invite you to participate in the workshop on “**Strategic and Marketing Management**” for Portuguese and Spanish speaking countries in Africa, to be held in **Bissau, Guinea Bissau, from 09 to 13 May 2011**. The workshop will be hosted by the **Agência de Regulação Nacional, ARN**. The workshop is being conducted under the aegis of the ITU Centres of Excellence Network for Portuguese and Spanish speaking countries in Africa.

The workshop frames marketing strategies and interventions within the context of the overall business strategy of an organisation. It outlines the framework for a conceptual and practical structured approach to identifying and solving marketing problems and challenges. It gives a sound and rational basis for the development of a marketing strategy for products and services covering pricing, distribution, branding, promotions, etc. Participants will be able to participate in the development of a marketing plan for their organizations.

The following topics will be addressed:

- Concepts of strategic planning and the strategic planning process
- The marketing/strategy interface
- Strategy formulation and the different types of organizational strategies
- Process of the development of a marketing plan (market analysis)
- Management control (concepts and definitions, responsibility accounting corrective action)
- Management reports

The workshop will also provide practical framework for planning and controlling of marketing communication programs.

This workshop will target Marketing Managers, Sales Managers, Advertising Managers, Public Relations Managers, Market Research Managers, Customer Relationship Managers, Entrepreneurs, and Marketing Management Consultants.

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In order to benefit from each other's experience, participants are invited to prepare and present case studies during the workshop.

If you wish to participate in this workshop, please complete the attached Registration form (Annex 1) and return to the Project Coordinator (see contact details above) by **2 May 2011** at the latest.

A registration fee of USD 50 per participant is required to attend this workshop. Bank account details for payment of the fee will be sent to you at the confirmation of your participation by ARN.

A partial fellowship, covering only the daily subsistence allowance in Bissau, will be granted to one participant of each eligible country at the request of the administrations. However, countries are free to send more than one participant for this workshop, as long as they meet the cost of travel, accommodation and related expenses in Bissau.

If interested, please complete the attached Fellowship application form (Annex 2) and return it to bdtfellowships@itu.int, as indicated in the form, **no later than 2 May 2011**.

Additional information on this workshop, including the programme of the workshop as well as useful information can be found on the ITU Academy Portal at <http://academy.itu.int/index.php/events>.

Yours faithfully,



Brahima Sanou
Director

Annexes: 2

ITU Centres of Excellence

**Workshop on “Strategic and Marketing Management” for
Portuguese and Spanish speaking countries in Africa**



**Bissau, Guinea-Bissau
09-13 May 2011**

Registration Form

Please use **CAPITAL** letters.

Family Name:.....

Given Name:.....

Title/Function:.....

Name of Organisation/Company:.....

Office Address:.....

Town:..... Country:.....

Telephone Number(s):.....

Fax Number(s):.....

E-mail:.....

Arrival: Date..... Time Flight No.

Departure: Date..... Time Flight No.

Please fax or email this form duly completed by **2 May 2011** to the following persons:

<p>Mr Suleimane Mané Jurista Vogal do Conselho de Administração Agência Reguladora Nacional ARN Bissau Guiné-Bissau Tel: +245 688 5512 Fax: +245 320 4876 Email: suleimane-manerotmail.com</p>	<p>Ms Ermelinda Mondlane Project Coordinator Instituto de Formação das Telecomunicações Maputo Mozambique Tel: +258 21 497 133 Fax: +258 21 490 079 Email : Ermelinda.Mondlane@itu.int</p>
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