



# TRAININGS

for Managers, Marketers and Brand teams

# MRC – Experts in customer-centric processes

*We offer workshops and trainings not only on market research but also on marketing topics centering on consumer closeness and insights into your target groups.*

## TRAININGS

for Managers, Marketers and Brand teams

- ▶ Using insights for business impact
- ▶ The art of writing powerful concepts
- ▶ Customer-centric new product development
- ▶ Market Research (introductory, advanced, masterclass)

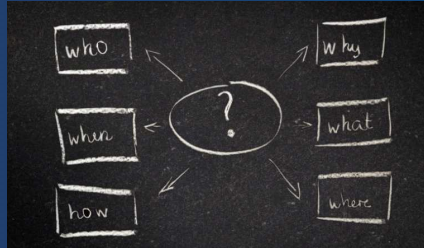
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Wolfgang Thyssen

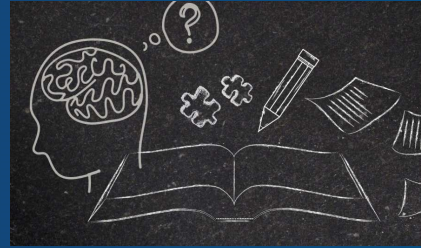
# Our training courses



## Using insights for business impact

- ▶ What is an insight?
- ▶ Why are insights so important?
- ▶ How can I discover them?
- ▶ Which sources can I use?
- ▶ How can I identify true insights?

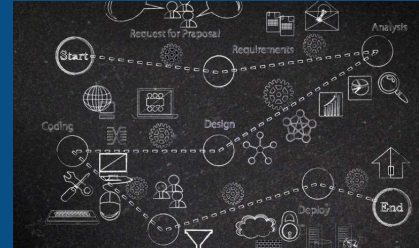
Deep understanding of consumers & shoppers



## The art of writing powerful concepts

- ▶ Why are well written concepts so important?
- ▶ How can they be used?
- ▶ What kind of information is important and how should it be structured?
- ▶ What is the part of consumer insights?
- ▶ What are the current challenges for writing concepts?
- ▶ What do strong / weak concepts look like?
- ▶ How to write superior concepts?

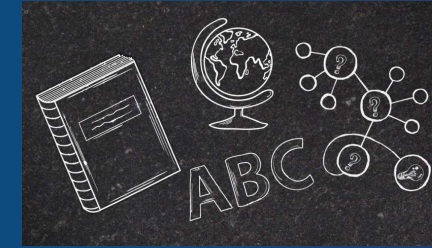
Insight-based concept development



## Customer-centric new product development

- ▶ How to successfully bring new products to market maturity?
- ▶ How to develop new product ideas?
- ▶ How to identify promising innovation ideas at an early stage?
- ▶ How to further develop and evaluate ideas?
- ▶ How can market success be predicted?
- ▶ How can consumer orientation be guaranteed throughout the process?
- ▶ How can an innovation process become faster and more efficient?

Successful new product development



## Market Research (introductory, advanced, masterclass)

- ▶ How to use market research for business success?
- ▶ Structures that make for a good market research process
- ▶ Types of market research and data sources: primary, secondary, qualitative, quantitative, ad-hoc, panel, big / smart data, social media, online, mobile, face-to-face
- ▶ Important methods: which is suitable for what purpose?
- ▶ How to read and interpret market research results?
- ▶ Deriving measures and actions from market research results

The ABC of market research