



International  
Supply Chain  
Education Alliance



# Marketing Services and Materials Procurement

## The purpose of the training

This training gives participants understanding what is the difference between marketing procurement management and other procurement categories management. Experienced trainer shows the cases and approaches how it works in business.

Participants will get clear understanding about specific of the marketing procurement, building relationships with all stakeholders, instruments of managing marketing procurement category and suppliers. Also participants will get tips and secrets of success how to work with this "specific category".



### FOR MORE DETAILS



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## As a result of the training, the participants will

- Understanding how procurement of marketing services and materials work. Main principles and approaches
- Supplier matrix evaluations practical example
- Real cases and examples of their solution
- Segregation of the roles and the areas of responsibility between the procurement and the marketing / trade marketing functions
- Stakeholder management and communication with all stakeholders in the marketing procurement
- Creative agencies proposals evaluation tools
- Practical examples of SRM and their annual assessment

**Duration: 2 day**