



HOW MARKETING PROFESSIONALS USE MEETINGWORKS

Marketing Professionals..

..use a variety of communication methods to get a compelling message to market. They must collaborate with their own marketing team, local and global partners, creative agencies, and market research firms. Meeting deadlines, soliciting and compiling feedback, reaching consensus, and testing the market offer many opportunities for group collaboration and decision making.

Here are just a few examples of how marketing professionals use Meetingworks:

Focus Groups

Use Meetingworks to test messages for new marketing materials and campaigns. Or conduct focus groups to ask for feedback on products or services. Participants are extremely candid and love being asked for their opinion in this way. See "[Using Meetingworks for Focus Groups](#)".



Marketing Strategy

Meetingworks can be used to brainstorm elements of a strategic marketing plan, prioritize ideas, and plan actions. It's easy to analyze options so you spend resources wisely. Remote participation promotes buy-in and frequent communication.



Branding Decisions

Combine Meetingworks with traditional methods to lead groups to decisions about Web design, product branding, company logos—everything to do with market communication.

"Meetingworks is a powerful tool for successful marketing strategy development, whether it be market, brand, or product launch strategies. Too often this process is created in a vacuum, or in meeting rooms where the strong voice overtakes the decision making or brainstorming process. With Meetingworks you'll inspire creativity and strategic thinking immediately and walk away with highly productive results, that everyone on the team can stand behind." —Shannon Kavanaugh, President, Go-to-Market Strategies, Inc., Seattle, WA

How it works

The Meetingworks process includes a facilitated session in which technology is used to leverage the group's expertise.

Participants are led through a structured agenda and use computers as they brainstorm, discuss, and prioritize their ideas. Participants can be seated in a room together or can use an Internet browser to actively participate in the meeting.

Most meetings are conducted real-time, but when the process can be improved by gathering input over a period of time, participants can use their Internet browser to access an asynchronous meeting agenda.

Why it's better

Your facilitated process will be more effective and efficient than ever before.

Your group will experience:

- **maximum participation** with the anonymity and the flexibility of time/place with Meetingworks
- **increased productivity** with effective brainstorming and consensus building
- **increased ownership of the results**
- **powerful decision making**
- **instant reports** that save you a ton of time