

Caltech Technology Marketing

Executive Education Courses for Technology-based Companies

Improve your **business-to-business technology marketing** process and effectiveness with Caltech IRC

Courses in May and June 2009
Caltech Campus, Pasadena, CA

| | |
|---|-----------|
| Taking Technology Products to Market | May 12-13 |
| Strategic Pricing | May 14-15 |
| Strategic Marketing of Technology Products | June 9-11 |

Marketing Technology Products **Solutions**

Develop more effective strategic marketing process and attain competitive advantage for your organization by applying our technology marketing leadership practices:

- Assess growth opportunities and invest in the correct **market segments**
- Use **Voice of the Customer and whole product tools** to differentiate and increase value to customers
- **Position and brand** a company or product
- Manage a **product launch** successfully
- Create a **value-based pricing strategy for the current economy and the future**
- **Address price erosion** situations
- **Establish your credibility as a strategic marketer** by earning the Technology Marketing Certificate from the California Institute of Technology Industrial Relations Center

The Caltech Industrial Relations Center's focus is on technology marketing and building more innovative organizations. We offer:

- Business-to-business marketing strategy focus
- Back-to-back courses for travel savings
- Multiple course curriculum for practical mastery of technology marketing strategy and process
- Individual courses to meet your most critical needs

Who should attend:

We recommend team participation from companies, including executives from general management, marketing, sales, and engineering.

Participants are encouraged to select one of their products for the course exercises.

Caltech stands for **world leadership** in **teaching, research, and technological innovation.**

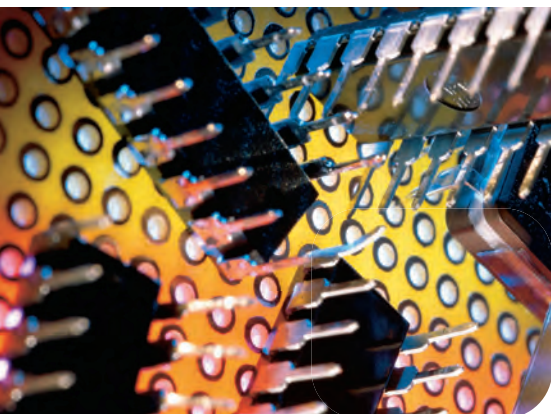


innovate > integrate > accelerate

Strategic Marketing of Technology Products

Creating the Market-Driven Organization

Bring better market insight, marketing process, and marketing effectiveness to competitive strategy in your technology-driven business.



Course Leader: Chris Halliwell

Key Benefits

- Establish competitive advantage by pinpointing your best, highest value opportunities
- Create innovative solutions based on your customer needs using Voice of the Customer (VOC)
- Define the sales and marketing programs that will make you a market leader

Use proven techniques to:

- Select market targets that fully deploy your technology and can strongly influence others to buy
- Reduce the time it takes for engineering and marketing to define and implement winning solutions for target markets
- Identify the specific product, service, and relationship achievements necessary to beat competition
- Allow customers to articulate unmet business and technical needs using Voice of the Customer (VOC)
- Harness the power of community to establish market leadership using traditional and new social media tools

Key Topics

Prioritizing Market Targets

- Identifying opinion leaders and influence communities to speed sales
- Transferring the implications of the L-shaped early market to your engineering, marketing, and sales priorities
- Ranking growth opportunities
- Segmenting your market, by use or application, and by user community

Using the Whole Product Concept

- Understanding the power of the customer's point of view
- Defining a competitive, total solution to the customer's problem
- Packaging market partners' solution elements

Defining a Solution Strategy

- Defining and measuring competitive differentiation
- Aligning core technology development to customer success metrics
- Responding to the differences in solution requirements of different segments and buyers

Listening to Customers

- Planning a structured program of customer visits
- Documenting and synthesizing what you learn from customers

Achieving Competitive Advantage

- Getting started with an environment scan
- Selecting and implementing fundamental competitive maneuvers
- Focusing on your competitive differentiation
- Establishing the ultimate competitive weapon: market leadership

Special Feature

Each person attending this course receives the book, *Crossing the Chasm*, by Geoffrey A. Moore.

Comments From Past Participants

"The strategies and the 'how to' approach to marketing technology products offered are great. The interaction with the instructor, Chris Halliwell, and her ability to respond and keep the class focused, are the true values of the course."

Gene Fraser

*Vice President and Deputy
Integrated Systems Western Region
Northrop Grumman Corporation*

"The course has outstanding material that is very relevant to technology marketing. The concepts taught in the course will be very useful in our organization. Chris Halliwell's extensive experience and the interaction with other attendees during class discussions and exercises add great value."

Deborah Mills

*Director of Early Stage Marketing
Corning, Inc.*

Course Schedule 2009

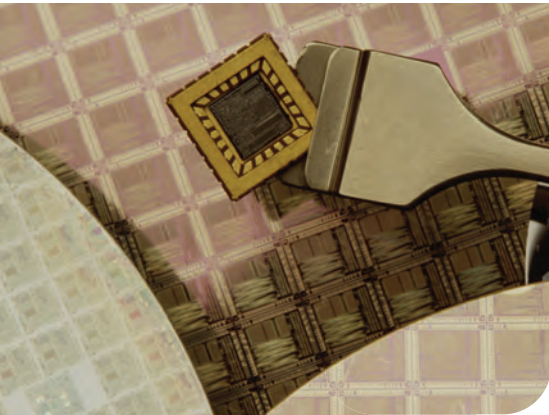
| Schedule | Continental Breakfast | Course | Dinner |
|-------------------|-----------------------|---------------------|-----------|
| First Day | 8:00–8:30 a.m. | 8:30 a.m.–4:30 p.m. | 5:00 p.m. |
| Second Day | 7:30–8:00 a.m. | 8:00 a.m.–4:00 p.m. | |
| Third Day | 7:30–8:00 a.m. | 8:00 a.m.–4:00 p.m. | |

| Course Dates | Course Fees |
|---------------|-------------|
| June 9-11 | \$2,895 |
| October 19-21 | |

REGISTER TODAY: WWW.IRC.CALTECH.EDU 866.632.9809 Bring this course to your company

Taking Technology Products to Market

Strategies for Effective Positioning, Branding, and Launch



Course Leader: Jim Blakeley

Business Issues Addressed

Do you have the tools and practical processes to take your products to market and position them to win in today's global economy? You'll learn how to create:

- Compelling value propositions, product positioning and branding that carries value for the future
- Unified post-M&A product and company positioning and branding
- Solutions to pressures created by shorter launch runways

Key Benefits

- Accelerate market acceptance and increase customer spending and loyalty through crystal-clear product positioning, meaningful branding, and carefully timed launch strategies.

Key Topics

Technology Positioning and Branding

- Business-to-business and industrial technology marketing
- The value of leadership positioning in today's changing markets

Positioning Development

- Defining your space in the marketplace
- Signs of ineffective positioning
- Positioning readiness checklist
- Matching positioning elements to the stage of the market
- Competitive positioning options and strategies

- The positioning statement: a key tool
- Corporate positioning: can you position a company

Technology Branding

- Understanding brand identity and value
- Branding the experience, not just the product
- Brand positioning—more than product positioning
- Branding leverages—line extensions, naming, ingredient branding

Market Infrastructure Communications

- Why market infrastructure is critical to positioning and communications
- The influence-reference model
- Amplifying your voice in the market
- Managing the infrastructure marketing plan

Launch Planning

- Why a technology product launch is so important
- Launch readiness tests
- Launch sequencing and timing
- Making the launch last—why post-launch is as critical as pre-launch
- What to do when the product is behind schedule
- Launch strategies and styles

Special Feature

Each person attending this course receives the book, *The New Positioning*, by Jack Trout and Steve Rivkin.

Comments From Past Participants

"After attending this course I will reevaluate the steps we have taken on the launch, positioning, and branding of a new product. The instructor, Jim Blakeley, keeps the content interesting and relevant. Caltech IRC is very professional and pays attention to details."

Randy Noland

*Director of Marketing
Esterline Advanced Input Systems*

"Jim Blakeley's presentation was extremely strong. I found the exercises we did on product and company positioning very valuable. I can immediately apply what I learned."

David Turner

*General Manager, Fibers Division
TechmerPM*

Course Schedule 2009

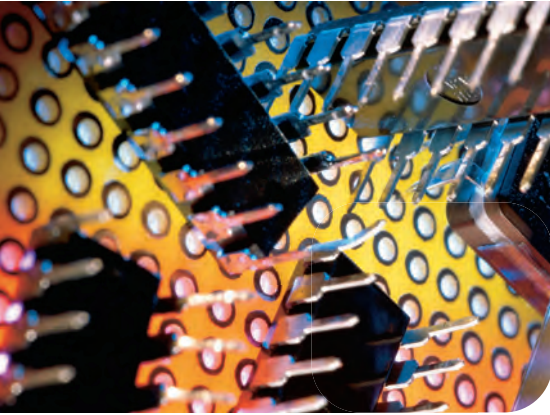
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| October 22-23 | |

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Strategic Pricing

Creating Pricing Strategy for Increased Profits



Course Leader: Mary Abbazia

Business Issues Addressed

What are you doing in the current economic environment to keep customers, generate revenue, and prevent a pricing trap when the economy turns around?

Key Benefits

- Understanding how costs, competition, and customer values influence the price you choose
- Determining how customer values drive segmentation decisions, which affect benefits and price
- Using tools to conduct break-even analysis, measuring price elasticity, and evaluating feature/price trade-offs
- Deciding when and how to raise/lower prices

Key Topics

Strategic Pricing: Why a Value-Based Approach

- Linking pricing to strategy
- The 3C's of pricing—customer value, competitors' prices, and your costs
- Creating a framework to evaluate where to set price

Improving Pricing Decisions

- Measuring customer value
- Distinguishing between attributes, benefits, and values for effective pricing
- Segmenting based on customer dimension

Using Tools to Measure Value

- Conducting a perceived value analysis
- Developing strategic pricing options

- Measuring price elasticity
- Conducting break-even and trade-off analysis
- Conducting a pricing study with market research

Pricing Through the Product or Service Life Cycle

- Determining your position on the product or technology life cycle
- Pricing new technologies and new products
- Pricing during competitive turbulence and mature markets

Increasing Prices

- Assessing your leadership in the market
- Understanding the link between pricing, strategy, and segmentation
- Determining pricing latitude relative to elasticity

Stemming Price Erosion

- Evaluating your differentiation
- Assessing the impact of branding and loyalty
- Determining if you have a pricing problem

Integrating Strategic Pricing Into Your Corporate Environment

- Creating a culture for effective pricing
- Linking pricing to your corporate objectives

Pricing Workshop

- What customers value and how they perceive value
- How your offer compares with those of competitors
- Which strategic pricing options to consider

Comments From Past Participants

"Caltech IRC's course on *Strategic Pricing* is excellent. I found the information on how to price technology products invaluable. We will definitely apply this to our new products."

James Jackson

*General Manager
VSFusion, A Baker Hughes - CGGVeritas Company*

"The course content is excellent, and I thought the dialogue with the instructor was the most valuable part of this program. The mixing of 'stories' with learning materials and fact is a great way to learn."

Craig Shull

*Director, Marketing Strategy
Salesforce.com*

Course Schedule 2009

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| Second Day | 7:30–8:00 a.m. | 8:00 a.m.–5:00 p.m. | | September 23-24 | |

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Meet our Caltech IRC Technology Marketing Instructors

Strategic Pricing



Mary Abbazia is managing director of Impact Planning Group (IPG). As a strategic marketer, she helps *Fortune* 1000 clients address specific market challenges and develop critical marketing skills. Ms. Abbazia leads business teams and provides guidance to individual managers launching new products and services or helps them optimize their existing value propositions.

Ms. Abbazia serves industries including consumer goods, pharmaceuticals, medical devices, specialty chemicals, industrial supplies, telecommunications, and financial services.

Previously, she was vice president at The BASES Group (a division of AC Nielsen). She helped clients develop strategic marketing plans, determine pricing strategies, and accurately forecast demand.

As a consultant at Perry, Lawson & Associates, Ms. Abbazia guided domestic and international clients through all aspects of implementing new product launches. On the client side, she was a marketing manager at both Intel and Honey Hill Farms.

Ms. Abbazia holds an MBA. She received her BS in managerial economics from the University of California, Davis.

Taking Technology Products to Market



Jim Blakeley provides business-to-business, industrial technology product and corporate marketing expertise. His areas of specialty include scientific and analytical instrumentation, semiconductors, and computer and networking products.

Mr. Blakeley's product marketing experience includes established companies and start-up environments. He has marketed technology products through distribution, resellers, and to OEMs. Mr. Blakeley has held marketing management positions for computer and instrumentation companies, including Rockwell Semiconductor (now Conexant) and its market-leading communications chipsets.

At Regis McKenna, Inc., and for his current projects, Mr. Blakeley develops corporate positioning market assessments, and take-to-market strategies for technology companies in materials, components, subsystems, enterprise software, medical devices, and biotech. He has also assisted government/defense contractors with commercial market strategies.

His clients have included leading technology companies such as Applied Biosystems, Baker Hughes, ChevronTexaco, Cisco Systems, Guidant Corporation, Hewlett-Packard, IBM, Intel, Leybold Vacuum, Nortel Technology, SAP, and Sun Microsystems.

Mr. Blakeley holds an MBA from the University of California, Los Angeles, and a BS in chemistry from the University of Redlands.

Strategic Marketing of Technology Products



Chris Halliwell is an independent consultant providing business-to-business strategic marketing services to technology-based companies. She has worked with high tech companies including Analog Devices, Cisco Systems, ElectroScientific Industries, IBM, Intuitive Surgical, Johnson Electric, Northrop Grumman, Philips, Siemens, St. Jude Medical, and Veeco Instruments.

Ms. Halliwell has mentored new technology companies in image sensors, mobile broadband communication services, and digital power.

She teaches technical marketing concepts to companies such as Baker Hughes, Medtronic, Schneider Electric, and Texas Instruments.

Previously, Ms. Halliwell was a managing partner with Regis McKenna, Inc., leading the networking and semiconductor partners and practice groups. Earlier, Ms. Halliwell held marketing positions at Intel, ultimately directing corporate strategic marketing functions. She began her career selling mainframe computers as a marketing representative for IBM.

Ms. Halliwell is the director of the strategic technology marketing community, www.technology-marketingcenter.com. Her degrees from the University of California, Los Angeles, include a master's in information services, and a master's of business administration in marketing from The Anderson School.



The Technology Marketing Center is an online community to continue your learning: filled with case studies, discussions, and executive interviews by former participants of the *Strategic Marketing of Technology Products* course. Our Caltech IRC instructor, Chris Halliwell, is the director of this site. www.technologymarketingcenter.com

Certificate Program in Technology Marketing

Build your knowledge and your credentials with the California Institute of Technology Industrial Relations Center Program for Technology Marketing Certificate. The Caltech IRC certificate is directed to technically trained professionals to generate deep insight into customer needs and understand competitive dynamics.

The Program for Technology Marketing consists of three required core courses and two elective courses. The core courses give technical marketing executives the practical concepts and tools in a 2 or 3-day format needed to:



- **Develop competitive product/market strategies**
- **Position products in the market**
- **Price to value**

Complete the five Technology Marketing Certificate courses on your timeline and in the order that works for you. Additional Technology Marketing Certificate details are available on our website, (see certificate programs) or call us at 626.395.4043. You'll receive certificate credit for applicable courses already completed with us.

Certificate Planner **2009**

Enroll now: www.irc.caltech.edu

| Required Core Courses | March | April | May | June | July | August | September |
|--|-------|-------|-------|------|-------|--------|-----------|
| Strategic Marketing of Technology Products | | | | 9-11 | | | |
| Strategic Pricing | | | 14-15 | | | | 23-24 |
| Taking Technology Products to Market | | | 12-13 | | | | |
| Elective Courses | | | | | | | |
| Competitive Technical Intelligence | 12-13 | | | | 20-21 | | |
| Integrated Strategic Planning | 30-31 | | | | 27-28 | | |
| Strategic Alliances | | | 4-5 | | | | 15-16 |
| Successful Project Management | 4-6 | | | 1-3 | | | 9-11 |
| The Successful Negotiator | 19-20 | | | | 9-10 | | |

REGISTER ME TODAY!

Fax: 626.795.7174
Mail: California Institute of Technology
Industrial Relations Center, 1-90
Pasadena, California 91125-9000
Phone: 626.395.4043 or 866.632.9809
Email: execedu@caltech.edu
Internet: www.irc.caltech.edu

Registrants will immediately receive an enrollment acknowledgment. Approximately one month prior to the course, participants will receive a confirmation letter containing further details regarding the course schedule, location, and directions to hotels and the Center. Attire is business casual. **Wireless Internet access is available.**

Course Location: California Institute of Technology Industrial Relations Center, 383 South Hill Avenue, Pasadena, California 91106-3405

Hotel Accommodations: (Hotel rates are subject to change and availability.)
Caltech Athenaeum (Faculty Club) 626.395.8200 (\$144)
Old Pasadena Courtyard by Marriott 626.403.7600 (\$159)
Pasadena Hilton Hotel 626.577.1000 (\$165)
The Langham Huntington Hotel & Spa 626.568.3900 (\$205)
Sheraton Pasadena Hotel 626.449.4000 (\$144)
Westin Hotel 626.792.2727 (\$169)

Please request the California Institute of Technology/Caltech rate indicated. To ensure your reservation, guarantee for late arrival. Hotels listed are within 3 miles of the Industrial Relations Center.

Travel Savings: Protravel International, Gina Robles, grobles@protravelinc.com or Gloria Lopez, glopez@protravelinc.com, call 800.481.7774 or 626.796.4448. Fax 626.844.3055. Request the Caltech Industrial Relations Center participant rate.

Register online at www.irc.caltech.edu

Register me for the following 2009 course(s)

| | | |
|---|--|--------|
| <input type="checkbox"/> Strategic Marketing of Technology Products | <input type="checkbox"/> June 9-11 <input type="checkbox"/> October 19-21 | \$2895 |
| <input type="checkbox"/> Strategic Pricing | <input type="checkbox"/> May 14-15 <input type="checkbox"/> September 23-24 | \$2495 |
| <input type="checkbox"/> Taking Technology Products to Market | <input type="checkbox"/> May 12-13 <input type="checkbox"/> October 22-23 | \$2495 |
| <input type="checkbox"/> Technology Marketing Certificate Please enroll me | | |

Payment: To pay by credit card, complete this form. Please make checks payable to Caltech Industrial Relations Center, enclose the registration form, and send to the mailing address. The California Institute of Technology's tax identification number is 95-1643307.

Course Fee: The fee includes the course, instructional materials, textbook, adjacent parking, continental breakfasts, lunches, and a dinner. The fee is due four weeks prior to the course. Each course has a limited number of participants. If the course is not held for any reason, California Institute of Technology's liability is limited to refund of the course fee.

Transfers/Cancellations: We offer the registrant an opportunity to either:
1) send a substitute to the original course or
2) transfer **once** to a later session.

Please notify us at least 11 business days prior to the course date to receive a full refund. If a cancellation is made within 10 business days prior to the course date, one-half of the course fee will be refunded. **Refunds cannot be granted for cancellations made the day of the course or following a transfer.**

Bring a colleague...duplicate this form for multiple registrations.

Fax Enrollment Form

Name (Mr./Ms./Dr.) _____
Title _____ Function _____
Company _____
Address _____ Mail Code _____
City _____ State _____ ZIP + 4 _____
Telephone _____ Fax _____
Email _____

Credit Card Payment Please charge: Visa MasterCard American Express

Name As It Appears On Card _____

Billing Address/ZIP _____

Card Number _____ Expiration Date _____

Cardholder's Signature _____

California Institute of Technology
Industrial Relations Center
1200 East California Boulevard
Pasadena, CA 91125-9000

Address Service Requested

Register Using This Code:

Code: ART