

The Secrets of Successful Launches

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“THE SECRETS OF SUCCESSFUL LAUNCHES” EXAMINES THE MOST SUCCESSFUL MAGAZINE LAUNCHES OF THE LAST DECADE. IT FEATURES DETAILED CASE STUDIES OF SUCCESSFUL MAGAZINES, MOST OF WHICH HAVE BECOME MARKET LEADERS AND HUGE BRANDS OVERNIGHT.

Key Learning

Using case study material to illustrate the options and potential pitfalls, this highly practical course covers the following areas.

- How to develop and refine a concept.
- The most effective uses of research.
- Choosing a name.
- Quantifying the opportunity.
- Producing a time plan.
- The key elements of the marketing plan
- The 10 most common mistakes!

Outcomes

Individually, the inspirational case studies bring to life the common threats and opportunities facing new launches in any market.

Systematically, the course works through each of the key issues. Delegates will learn practical tools for the development of a definitive launch plan.



International Case Studies

- Lucky (2001 USA)
- Wallpaper (1994 orig. UK)
- Hello (1992 Spain/UK/USA)
- Loaded (1993 UK)
- Heat (1998 UK)
- Glamour (2001 UK)
- Viz Comic (1990 UK)

Style

Case studies are presented from a business perspective rather than an editorial or advertising viewpoint. The content is designed to suit delegates of all levels of experience.

Duration

“Successful Launches” is available in the format shown as an intensive all day workshop OR as a one hour conference module. The inspirational case studies offer a fascinating insight into the fast moving world of magazines.

About the Presenter

Alun Probert is an award-winning magazine marketer with more than 20 years experience spanning magazine research & development, strategic planning, marketing and new launches. Alun is the Managing Consultant of international publishing consultancy, Robertson Shine, with offices in Australia and the UK.

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