

EXAMPLE Vested 360 Agenda

Agenda

- 1:00 - 1:15 pm: **Group gathers, Introductions**
- Goals and rules for the workshop
- 1:15 - 1:45 pm: **Objective Setting: Sales & Marketing Goals**
- What are the top 2-3 sales and marketing goals in the next year?
- 1:45 - 2:15 pm: **Audience Mapping: Identify Target Market**
- Who are we selling to?
- 2:15 - 2:45 pm: **Issues**
- What are the main obstacles to achieving your sales and marketing goals?

Brief Break

- 3:00 - 3:30 pm: **Perception Analysis: Current vs. Desired Perception**
- How are you currently perceived by your key audiences? And how do you want to be perceived?
- 3:30 - 4:00 pm: **Key Differentiators**
- What makes you different from competitors? And can you prove it?
- 4:00 - 4:20 pm: **Ideas**
- 4:20 - 4:30 pm: **Wrap Up and Next Steps**