



powerful insight.  
powerful outcomes.

# C/MAP Workshops<sup>SM</sup>

Competitive Market Assessment Planning Workshops

## EVERY YEAR YOUR COMPETITIVE LANDSCAPE CHANGES.

New products are introduced, you or your competitors receive approval for new indications (or don't), competitive marketing strategies, messages or tactics are refocused. Every change, every shift in power, needs to be evaluated and addressed as part of the next year's strategic planning process. Weeks, even months can be spent compiling and evaluating just this part of the planning puzzle.

TVG's new C/MAP Workshops offer the opportunity to look at a current snapshot of your market and to evaluate any changes and/or threats immediately prior to creating your new strategic plan. An experienced team will guide you through a systematic process to re-evaluate the prior plan against the current market situation.

### Your team will explore all possible "what-if" scenarios to:

- Dissect and rate competitive threats
- Consider adjustments to targeting strategies
- Evaluate the effectiveness of your current positioning and message platform
- Test handling of specific regulatory challenges
- Identify any necessary changes in promotion strategy or tactics

C/MAP Workshops can be customized to evaluate specific sections, or your entire strategic plan. These one to two-day, highly interactive programs involve a multi-disciplinary internal team to explore all valid points of view and build consensus.

### TVG's expert workshop facilitators keep you on track throughout the process:

- Asking the tough/objective questions to encourage out-of-the-box thinking
- Providing the benefit of in-depth industry experience across products and companies
- Guiding you toward the best possible outcomes

At the conclusion of each Workshop you will receive a "map" providing direction on key issues. Where there is a choice of strategy options, we will identify which is most likely to provide the greatest return, and the consequences of choosing the alternative. We will also provide possible solutions to any problems that are discovered during the workshop, to help your team stay on target.



## C/MAP WORKSHOPS ARE A CRITICAL PART OF THE YEARLY MARKETING PLANNING PROCESS

C/MAP Workshops are built to help you make informed decisions, reduce risk and limit surprises. In only a few days you can systematically explore your current marketplace situation, be prepared to build your new strategic plan and focus on gaining or maintaining a competitive advantage.

## FOCUS ON GAINING OR MAINTAINING YOUR COMPETITIVE ADVANTAGE

For more information about TVG's C/MAP Workshops<sup>SM</sup> or any of TVG's marketing research or consulting services, contact:

Karen Fender  
(215) 283-5429  
kfender@tvg-inc.com