

National Institute of Telecommunications
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Marketing and promotion of ITU CoE courses (pre- and post-promotion)

Global meeting of the ITU Centres of Excellence (CoE) network, 5 May 2021

PAŃSTWOWY INSTYTUT BADAWCZY
Instytut Łączności



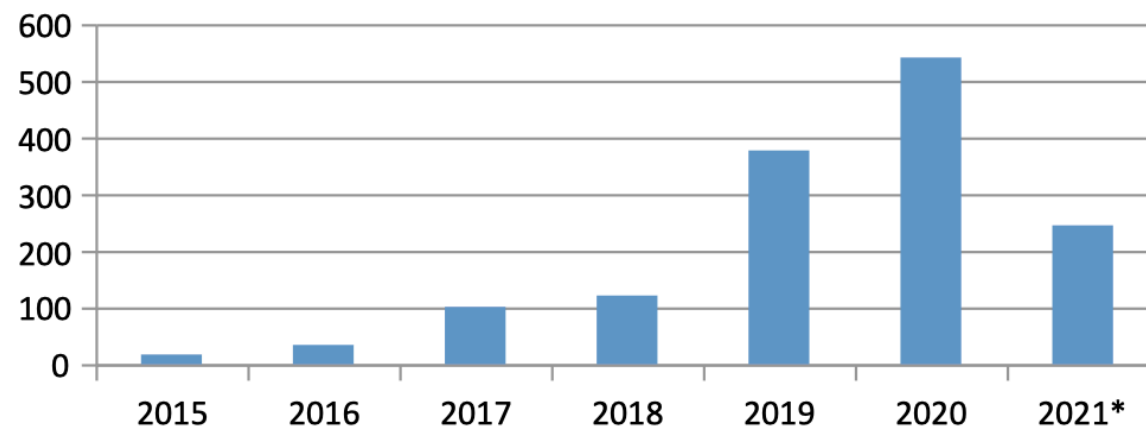
Agenda

- NIT's story in the ITU CoE Project - main statistics
- NIT's „Marketing Mix” (4P - 4C) model for the ITU CoE Courses
 - Product - Customer value
 - Price - Cost
 - Place - Convenience
 - Promotion - Communication
- Summary

NIT's story in the ITU CoE Project - main statistics

- NIT is the CoE from 2003
I have personally been attending since 2010
- So far 36 realized courses
14 face-to-face and 22 e-learning
- About 1800 participants in total
Above 90% in e-learning
- Participants from over 100 countries
around the world
- From 2010 strategic cooperation
with CoE in North Macedonia
prof. dr Toni Janevski, FEEIT
- In 2016 first e-learning course

Number of participants



* Until May 2021 (3 of 8 planned on 2021 courses realised)

Marketing Mix 1: Product - Customer value

Main questions and NIT's answers

1. Who are our main customers?

Regulators and ministries on ICT market

2. What do they want to buy?

Solutions for their problems

3. What do they really buy?

Our „**promise**” that we can help them
(customers pay BEFORE they check the value of the course)

4. What should we offer?

Our credibility (so they can trust us and buy) and **fulfillment of our promise** (great course - perfectly organised and delivered - so that they are satisfied with their purchase)

NIT's Strategy

1. **Study what is currently important for the main customers** and what problems they want to solve
2. **Engage great trainer** - with strong personal brand, deep knowledge how to solve the customer's problems, huge communication skills, patience in answering questions and passion for sharing knowledge
3. **Prepare interesting title and program of the course** (the „promise” to solve as much problems as possible), **create content** (fulfilment of the „promise”) and **deliver it in a perfect way**
4. **Let them try before they buy** - offer free content <https://www.szkolonia.itl.waw.pl/security-and-qos-in-internet-network/>
5. **Build a coalition** to create synergy and strengthen credibility (ITU + NIT + FEEIT)

Marketing Mix 2: Price - Cost

Main questions and NIT's answers

1. What are the prices for the courses?

- 500 USD for 2 days face-to-face training
- 150 USD for 8 days e-learning course in blended mode (with recorded video lectures)

2. What are the costs for customers?

- Face-to-face course:
Cost = Price + traveling and accommodation
- E-learning course:
Cost = Price

NIT's Strategy

1. Set prices on reasonable level

2. Focus mainly on e-learning courses

- Much lower cost for participants (and for the organizer)
- Many more participants in the current course AND... potential customers for the future courses

3. Record lectures during face-to-face courses

and so - at the same time build the content for their e-learning versions

4. Treat face-to-face courses as an investment and organize them EVEN IF THEY ARE NOT PROFITABLE (think about future e-learning realisations)

Marketing Mix 3: Place - Convenience

Main questions and NIT's answers

1. What is the place of delivering the courses?

- Face-to-face
Warsaw, Poland (registration via ITU Academy Platform)
- E-learning
ITU Academy Platform

2. How to increase the convenience for the customers?

- Face-to-face
 - Changing place? (different country) - too expensive for us
 - Help in registration (ITU Academy platform)
- E-learning course:
 - Help in everything what is related with ITU Academy Platform and delivering the course

NIT's Strategy

1. Help the customer in using ITU Academy Platform

- How to create an account? How to register into the course?
How to find the course on the platform?

2. Lead the customer during the course

- Provide precise and comprehensive information on the organizational side of the course
- Think globally - remember about time zones
- Inform customers about each key step of the course
- Provide quick, clear and comprehensive answers

3. Support the ITU Team in improving the ITU Academy Platform

- Share your observations, ideas and suggestions to make ITU Academy extremely useful and easy to use for the customers

Marketing Mix 4: Promotion - Communication

Main question and NIT's answer

1. Which promotion channels to use?

- ITU Academy platform
- ITU Training Catalog
- NIT's web page
- NIT's Training Centre web page
- Social media
- E-mail marketing
- **Best FREE sellers** - satisfied customers (participants of our past courses)

NIT's Strategy

- 1. Inform customers about all planned courses at the beginning of the year**
 - So, they can plan their budgets
 - An example: <https://www.szkolonia.itl.waw.pl/itu/>
- 2. Start active promotion of the specific course one month before it begins**
 - News with invitation, with the information that registration is open, that free content is available, that we have a great trainer, and so on.
- 3. Use all available media in promotion process**
- 4. Help customers with EVERYTHING**
 - It builds your credibility, long-term relationship, and customers feeling that you are a real PROBLEM SOLVER. They will tell their colleagues about you and your courses.

NIT's Marketing Mix Strategy - Summary

1. Product - Customer value

1. Study what is currently important for the customers
2. Engage great trainer
3. Prepare great title, program and content of the course and deliver it in a perfect way
4. Let the customers try before they buy - offer free content
5. Build a coalition to strengthen your brand and efforts

2. Price - Cost

1. Set prices on reasonable level
2. Focus mainly on e-learning courses
3. Record lectures during face-to-face courses
4. Treat face-to-face courses as an investment and organize them even if they are not profitable

3. Place - Convenience

1. Help the customers in using ITU Academy Platform
2. Lead the customers during the course
3. Support the ITU Team in improving the Platform

4. Promotion - Communication

1. Inform customers about all planned courses at the beginning of the year
2. Start active promotion of the specific course one month before it begins
3. Use all available media in promotion process
4. Help customers with everything and make them your best sellers

Thank you very much for your attention

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