

## Workshop: Market Segmentation and Distribution Strategies

Over two half days, delegates will learn how best to arrange their market(s) in segments, and therefore will be able to identify which customers are most likely to purchase their products/ services. Grouping customers in this way allows SMEs to prioritise sales activities and to approach each group in specific and cost-effective ways.

The EIC Academy offers multiple workshops for small companies funded by the EIC pilot - [see the calendar](#).

Comments from previous workshops...

*"a great take-home message was that Market Segmentation is a critical forerunner to our Sales and Marketing investments"*

*"very good - and a relevant thematic for an SME Instrument company"*

*"selected key points ... are not only useful but applicable easily and quickly"*

*"the market mapping expertise can be particularly powerful"*

29-30 October, Barcelona

Register

### What will you learn?

Delegates will identify and prioritise addressable market segments that are likely to be the most profitable or that have the highest growth potential, and target entry to those segments.

In tandem, delegates will evaluate and select the most appropriate distribution channels for those targeted segments, to maximise new business opportunities and grow revenues.

- Identify the rationale for segmentation
- Identify segments and develop profiles for each
- Assess and select the most relevant segment(s) to target
- Identify the best distribution channels for the selected segments
- Make a detailed comparison of the various options
- Determine the most appropriate ones for your products and services.

In addition, the EIC Academy has developed additional elements for this workshop to reflect the particular commercialisation situation of EIC pilot participants and will be using EIC coaches, with their in-depth knowledge, to help deliver this workshop.

The module will also provide valuable case studies, and ideas on how to identify market segments and niche opportunities, develop customer personas for accurate messaging and targeting, work within channels and distribution partners, and plan and prioritise market/segment/niche entry.

The module provides a fast and effective way to reach customers now, and in the future.

#### MORE INFORMATION

[ec.europa.eu/easme/sme](https://ec.europa.eu/easme/sme)  
[#EU\\_EIC](#) [@H2020SME](#)

## Who should attend?

The workshop is aimed specifically at companies funded by the European Innovation Council (EIC) pilot. Companies developing their market offer, channels and partners will gain a lot through participation. Attendees will be members of the senior management team who are responsible for fast and sustainable growth throughout their companies, and who wish to ensure that their business strategy and tactics are the most effective and innovative, and adequately reflect market needs and trends.

### Bring your coach!

We highly recommend inviting your coach, to maximise the impact on your business. When business and organisational development are part of the coaching plan, your coach may attend to work with you through these topics. We will issue a separate coaching contract for that.

## Agenda

### Day one 13:00 to 17:30

Delegates are invited to present their own business situation, and their segmentation and distribution challenges. The first day focuses on theory, tools and methods for understanding segmentation and channels.

### Day one 19:30 to 22:00

Informal networking dinner for all delegates, the workshop presenters, coaches and local EIC pilot supporters

### Day two 08:30– 12:30

Specific examples will be presented and discussed, and delegates can explore how these may be implemented within their organisations. Delegates will work in small groups, discuss and apply the results of the learning to marketing and selling their own products and services, facilitated by the coaches and experts, with informal reporting on the different approaches, specific solutions, and on the lessons learned.

## After the event

Delegates will receive a full copy of all the presentation materials.

## About the trainer

The sessions are led by **Fernando Aguirre**, who is a founding partner of Hasten Ventures in Bilbao, a firm devoted to early-stage M&A, business acceleration and technology transfer services in the international technology market. With more than 25 years of new business launch leadership across marketing, product management, international corporate development and M&A. Fernando has promoted a number of companies as an entrepreneur and has also held global business responsibility positions in international companies such as Ericsson.

### MORE INFORMATION

[ec.europa.eu/easme/sme](https://ec.europa.eu/easme/sme)  
#EU\_EIC @H2020SME

## Logistics

The workshop will be delivered to an audience of 10-15 companies (with coaches ≈ 20 attendees), over a two-day midday-to-midday period.

**Date:** 29–30 October 2018

**\*Location:** ACCIÓ, Generalitat de Catalunya, Passeig de Gràcia 129, 08008 Barcelona, Spain

**Hotels:** Near the location, there are many hotels nearby, at all price levels

\* This address may change. In that case you will be promptly notified.

## Registration

Attendance is restricted to small companies funded by the EIC pilot. EASME reserves the right to restrict participation. There is no cost for attendance, but places will be limited to one per SME, and we expect that only senior employees of the company will be proposed as attendees. To register, please use the [SME dashboard](#), where you will find an application form. Should this session be fully booked, we will inform you about future repetitions.

## Additional information

Please contact the EIC Academy ([contact@phase3-services.eu](mailto:contact@phase3-services.eu)) if you have any queries on this workshop, or on other events presented by the EIC Business Acceleration Services.

Workshop: Market Segmentation and Distribution Strategies, by the EIC Academy, Fernando Aguirre, partner Hasten Ventures.

Register