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Making classified media work better!
International Classified Media Association

ICMA Budapest General Meeting Business Operations Forum Agenda (sales/marketing, technology and product development disciplines)

Chairperson: Clara Llamas, Online Business Development, Trader Media East, Turkey

Session 1 – 09.00-10.30 - The Critical Questions

- Welcome and opening by Chairperson
- Introduction of participants and their businesses
- Open discussion of some critical questions which affect your business operations today
 - How and who defines product roadmaps in your company at present time? Who leads this process? Do you use any product management frameworks?
 - How do you prioritize decisions around those roadmaps? Who has the last word?
 - How do you choose technologies to support these decisions?
 - How and who designs commercial packages?
 - How and who trains your sales staff? How often?
 - How and who measures success? Where and how do you use KPIs?

An open discussion with contributions from all participants

Session 2 – 11.00-12.30 - The case-study cometh...

Participants will break into small multi-disciplinary groups to work together on a given case-study situation and develop a plan to achieve certain objectives within specific parameters and constraints. A structured template will be provided for guidance focusing on the key areas of sales and marketing, technology and product development.

Participants will need to use all their combined skills plus some out-of-the-box thinking to devise a practical and effective strategy to address all of the issues involved – just like a regular day at the office!

Session 3 – 13.30-15.00 - And the results from the Hungarian jury...

Teams will present their strategy to the group, highlighting the thinking behind their approach and defending their decisions under questioning. The group will vote on their preferred plan, and prizes and ever-lasting glory will be conferred on the winning team.

Completion of evaluation forms.

Close.