

Agora, Inc.
Don E. Schultz and Heidi Schultz
Promotional Copy for BMA Breakfast Session
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WHY EMPLOYEES ARE CRITICAL IN A PUSH-PULL MARKETPLACE

In a traditional outbound, push marketplace, the support and understanding of employees and other internal stakeholders was nice to have, but, not critical to the marketing organization's success. In today's increasingly "pull driven", service-oriented, conversational B2B marketplace the support of employees, influencers, recommenders, channels and other interested and involved stakeholders is generally the difference between marketplace success and failure.

At this breakfast session, Don and Heidi Schultz of Northwestern University and Agora, Inc. will present the results of a "best practices in internal marketing" study conducted among 35 major marketing organizations. They will review the 7 primary elements used by major organizations in their successful internal marketing programs. In addition, they will demonstrate the Internal Marketing audit tool developed by NU students which will be shared with those attending.