## **Session Overview – The Importance of Marketing Planning**

## **Introduction & Why It Is Important**

- Session Overview
- About The Author
- The Importance Of Marketing Planning
- Reasons Why It Is Important

## **Key Building Blocks**

- Marketing Planning Building Blocks
- The Value Chain
- Market Analysis
- Forecasts
- Macro Context

## Wrap-up & Next Steps

- Session Wrap-Up
- Next Steps



