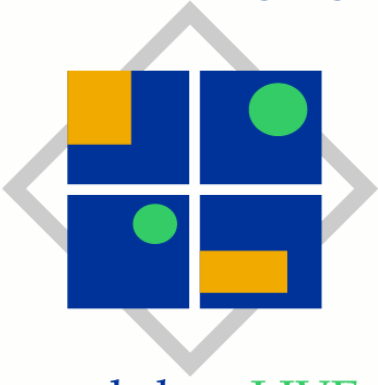


the messaging



workshop LIVE

Show Guide

The Sales Expert Channel

on  BrightTALK

1st Tuesday - every month

Host: Lisa Dennis, President, Knowledge Associates

Landing a deal depends on relevant, consistent messaging to prospects in their language about their priorities. Join Lisa Dennis, author of *Value Propositions that Sell*, and her guests to talk marketing and sales messaging that drives results.

1

The Messaging Workshop LIVE Kickoff - January 5, 2021

Introduction – purpose and objectives of the monthly workshop, announce line-up of topic and speakers.

<https://www.brighttalk.com/webcast/14877/456747>

2

Campaign Messaging That Drives Buyer Engagement - February 2, 2021

How to zero in on the right message and words at the campaign level.

<https://www.brighttalk.com/webcast/14877/457615>

3

Taking it to the Account – the Finer Points of ABM Messaging - March 2, 2021

How does ABM impact messaging at the account level?

<https://www.brighttalk.com/webcast/14877/457618>

4

Messaging for Your Channel Partners – Getting Them to Talk YOUR Talk - April 6, 2021

How do you pull messaging through to channel partners to get them to communicate and sell your offerings?

<https://www.brighttalk.com/webcast/14877/457619>

5

Feedback from the Field: Sales Leaders Share their Messaging Needs - May 4, 2021

Getting Sales Messaging right – a look at the challenges and successes.

<https://www.brighttalk.com/webcast/14877/457621>

6

CMOs Share What's Working and What's Not in B2B Messaging - June 1, 2021

CMO feedback from research interviews – what kind of challenges & successes are today's CMOs having with messaging.

<https://www.brighttalk.com/webcast/14877/457623>



7

Connected but Different: Marketing & Sales Messaging - July 6, 2021

Determining the differences between marketing & sales messaging and how to integrate them.

<https://www.brighttalk.com/webcast/14877/457625>

8

Messaging Research Review: What Senior Marketing and Sales Leaders Told Us - August 3, 2021

Discussion on what marketing and sales leaders have shared from our recent research – areas of focus and change.

<https://www.brighttalk.com/webcast/14877/457629>

9

Competitive Messaging - Opportunities to Differentiate - September 7, 2021

How to figure out where the messaging opportunities are by looking at your competitor's content.

<https://www.brighttalk.com/webcast/14877/457631>

10

Before & After – Integrated Messaging for Marketing and Sales - October 5, 2021

Client spotlight – how did we extend the messaging through marketing to sales and deliver consistent, buyer-focused communications.

<https://www.brighttalk.com/webcast/14877/457632>

11

Building Your Messaging Playbook - November 2, 2021

Getting ready to hit 2022 with an integrated messaging framework.

<https://www.brighttalk.com/webcast/14877/457634>

12

The Messaging Workshop - Year in Review and the Year ahead - December 7, 2021

What did we learn in 2021 and what will we do differently in 2022.

<https://www.brighttalk.com/webcast/14877/457636>