

MARKETING & COMMUNICATION | COURSE BROCHURE

Marketing for Industrial and Engineering Companies

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

Industrial buyers make complex, high-value decisions involving engineers, procurement and senior management. This course covers B2B marketing for industrial and engineering firms: understanding buying centres, technical value propositions, content for engineers, trade shows, distributor and channel marketing, digital lead generation and supporting the sales team.

Industrial marketing is often limited to brochures and exhibitions. You will learn modern methods that generate qualified leads for technical products.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

Industrial case studies, value proposition workshops, campaign planning exercises and channel analysis.

Course objectives

By the end of this course, participants will be able to:
• Understand industrial buying behaviour
• Map buying centres and decision journeys
• Develop technical value propositions
• Create content that engages engineers
• Plan trade show and channel marketing
• Generate and nurture qualified leads

Target audience

This course is suitable for:
• Marketing managers in industrial firms
• Sales engineers
• Business development managers
• Product managers
• Distributor managers



Course content

Target competencies

Participants will develop competencies in:

- B2B buyer insight
- Value proposition design
- Technical content
- Channel marketing
- Lead generation

Course outline

Day 1: Industrial Markets

09:00–10:08	How industrial buyers decide
10:08–11:00	Buying centres
11:00–11:30	**Coffee break**
11:30–11:45	Buying centres (continued)
11:45–12:53	Market segmentation
12:53–14:00	Exercise

Day 2: Value Propositions

09:00–10:08	Technical value
10:08–11:00	Total cost arguments
11:00–11:30	**Coffee break**
11:30–11:45	Total cost arguments (continued)
11:45–12:53	Proof and references
12:53–14:00	Workshop

Day 3: Content for Engineers

09:00–10:08	Technical content types
10:08–11:00	Case studies and data sheets
11:00–11:30	**Coffee break**



Course content

11:30–11:45	Case studies and data sheets (continued)
11:45–12:53	Webinars
12:53–14:00	Exercise

Day 4: Channels and Events

09:00–10:08	Distributors
10:08–11:00	Trade shows
11:00–11:30	**Coffee break**
11:30–11:45	Trade shows (continued)
11:45–12:53	Partner marketing
12:53–14:00	Case study

Day 5: Lead Generation

09:00–10:08	Digital campaigns
10:08–11:00	Lead nurturing
11:00–11:30	**Coffee break**
11:30–11:45	Lead nurturing (continued)
11:45–12:53	Sales alignment
12:53–14:00	Action plan

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.



Course content

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (EUR)
Frankfurt Confirmed dates	23 Nov 2026	27 Nov 2026	**€2,650.-**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**€1,250.-**
Amsterdam Confirmed dates	14 Dec 2026	18 Dec 2026	**€2,540.-**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.-**
Kuala Lumpur Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,450.-**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,250.-**
Rome Confirmed dates	1 Feb 2027	5 Feb 2027	**€2,450.-**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,250.-**
London Confirmed dates	22 Feb 2027	26 Feb 2027	**€2,450.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**€1,250.–**
Cape Town Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,890.–**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,250.–**
London Confirmed dates	5 Apr 2027	9 Apr 2027	**€2,450.–**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**€1,250.–**
Istanbul Confirmed dates	26 Apr 2027	30 Apr 2027	**€2,650.–**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,250.–**
Rome Confirmed dates	10 May 2027	14 May 2027	**€2,450.–**
Online Confirmed dates	10 May 2027	14 May 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Dubai Confirmed dates	31 May 2027	4 Jun 2027	**€3,150.-**
Online Confirmed dates	31 May 2027	4 Jun 2027	**€1,250.-**
Vienna Confirmed dates	21 Jun 2027	25 Jun 2027	**€2,940.-**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.-**
Dubai Confirmed dates	12 Jul 2027	16 Jul 2027	**€3,150.-**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,250.-**
Barcelona Confirmed dates	2 Aug 2027	6 Aug 2027	**€2,840.-**
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**€1,250.-**
Cape Town Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,890.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,250.-**
Paris Confirmed dates	6 Sept 2027	10 Sept 2027	**€2,860.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,250.-**
Barcelona Confirmed dates	27 Sept 2027	1 Oct 2027	**€2,840.-**
Online Confirmed dates	27 Sept 2027	1 Oct 2027	**€1,250.-**
Dubai Confirmed dates	18 Oct 2027	22 Oct 2027	**€3,150.-**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,250.-**
Rome Confirmed dates	8 Nov 2027	12 Nov 2027	**€2,450.-**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Vienna Confirmed dates	22 Nov 2027	26 Nov 2027	**€2,940.-**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.-**
Cape Town Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,890.-**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,250.-**

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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View the latest course details online