



#6 2025: Marketing your ideas the Button Way!

Speaker: Margaret Bradshaw

Date: Tuesday 10th June 2025

Time: 10.00am GMT / 1.00pm GST

Duration: 45 minutes

Join us for our next Innohive instalment, where we dive into the dynamic world of marketing and its critical role in driving innovation forward. This session will equip you with actionable insights into how effective marketing strategies can amplify your impact, align your innovations with market needs, and strengthen stakeholder engagement. By gaining a deeper understanding of marketing principles, you'll be better positioned to champion your projects, influence key decision-makers, and accelerate the adoption of new ideas across your organisation. Don't miss this opportunity to enhance your strategic toolkit and boost the visibility and success of your innovations.

Margaret Bradshaw is the founder of Red Button Marketing Training and the innovator of The Marketing Performance Framework®. To find out more about Red Button Marketing, please check out their website: <https://www.redbuttonmarketingtraining.co.uk/>

Dial-in details as follows:

Join Zoom Meeting

<https://us02web.zoom.us/j/88236568831?pwd=dU0zK25GZWl3bGlHUFEzSlZnRVBpUT09>

Meeting ID: 882 3656 8831

Next Session:

- **1st July, 10.00am GMT / 1.00pm GST, 45 minutes:** Focus on Collaborative Innovation, Tony Wakefield