



## **Irina Saur-Amaral**

**Chief Strategy Officer|Partner**

Top Management

Strategy 360 - Consultancy, Lda

<http://www.marketing360.pt>



### **Bilateral Meetings**

- 09-00 am - 12.00 am
- 14.00 pm - 17.00 pm

#### **Description**

Strategy 360 - Consultancy, Lda has as main focus the competitive capacity of firms and other type of organizations. It operates through two registered trademarks / brands: Marketing 360 and Tourism 360, focusing on consultancy, training, research and market studies in all areas linked to strategy, marketing (digital & traditional), innovation and international activity. We use scientific-based approaches for real market needs, using real life language to interact with our clients. Our slogan is: We Develop Your Business!

Some of our clients: Turismo Centro de Portugal (Regional Entity for Tourism in Centre of Portugal), AHRESP (National Association for Restauration and Hospitality), AM Teg (private company focused on live shows and entertainment on ice), City Hall of Santa Maria da Feira (specifically the municipal company dealing with big events - Imaginarius and Medieval Trip).

#### **Organization Type**

Consultant, Company

#### **Offer**

### **Complex network management & communication strategy underpinning**

We offer the possibility to manage complex network of partners, creating the partnerships required for specific public-private collaborations, and to define and implement communication strategies closed to specific publics.

**Keywords:** network networking management communication strategy

#### **Cooperation Offered**

1. Outsourcing co-operation
2. Technical co-operation
3. Other

#### **Offer**

## **(Re)branding and repositioning organizations & brands**

Developing integrated strategies to support communication plans and competitive advantages close to defined markets (Portuguese or international markets). We cover communication material and digital strategies and we accompany implementation.

Keywords: rebranding branding innovation repositioning

Cooperation Offered

1. Outsourcing co-operation
2. Technical co-operation
3. Other

Request

## **New partnerships based on complementary services**

We're looking for partners acting in consultancy (complementary fields & Horizon 2020 projects) or research institutions seeking for market studies or entrepreneurship support (business models).

Keywords: business models consultancy research institutions

Cooperation Requested

1. Other

Offer

## **Strategic, internationalisation, marketing and competitive plan**

Development and implementation of main plan related to the competitive capacity of an organisation (business or non-business), typically involving internal analysis, market study with primary data and secondary sources, inputs from all key stakeholders (internal and external) and definition of strategic (long-term) and tactical goals, together with the implementation plan. We follow up the implementation, when client desires it.

Keywords:

Plan Internationalisation Internationalization Strategy Marketing Innovation Digital Tourism Competitive advantage Competitiveness

Cooperation Offered

1. Outsourcing co-operation
2. Technical co-operation
3. Other

Offer

## **Market Studies (Portugal, Spain, U.K.)**

Market studies with statistical significance and scientific-based questionnaires. On site (Portugal) and phone (Portugal and abroad) with trained interviewers.

**Keywords:** Market study   Competitive advantage   Science

**Cooperation Offered**

1. Outsourcing co-operation