

MEDIA

SENSE.

professional development

Benefits

- > Practical industry knowledge and its application
- > Specific learning needs addressed
- > Clarity around difficult media concepts
- > Confidence to challenge your agency
- > A framework for media best-practice
- > Toolkits and resources for taking better media decisions
- > More efficient ways of working
- > Practical advice on improving your current practices
- > Checklist for reviewing media plans
- > More cost-effective buying
- > More actionable post-campaign evaluation

Who should attend?

- > Anyone responsible for spending marketing money on media activity
- > Anyone whose role involves working with media agencies, setting campaign objectives or reviewing media delivery
- > Anyone who wants to refresh and extend their existing knowledge

Mastering Media is a bespoke training course designed to prepare marketing teams to navigate the complex worlds of media planning and buying. It distils complex planning practices and demystifies opaque trading models into a few usable tools and memorable but simple equations. Your teams will feel more confident in managing and working with agencies and will be better prepared to identify ways of reducing costs and increasing value for money. Courses can be tailored to your organisation's needs, objectives and circumstances and to fit with the skills and knowledge gaps in your team.

Mastering Media courses have the specific aim of helping marketing teams to improve their understanding of how media works, explaining what media data means in real life, providing know-how and a combination of simple routines and ready-reckoners to enable the critical analysis of campaign strategy, media briefs, media plans and post-campaign evaluation.

Our initial course is entitled **"Everything you wanted to know about media but haven't had time to ask"** and is in three parts. First, we explain how audiences use and consume media, we explore the concepts deployed by media planners in developing strategy, and we describe key media terminologies and their interactions. Second, we explain how media markets work, what factors affect media value, and how marketers can influence their own media productivity. Third, we take a journey along the media planning and buying process, sharing insights into writing better briefs through to getting more out of post-campaign evaluation.

The sessions are augmented with **specific exercises** focused upon your organisation's main development needs, based around your real-life objectives and circumstances. Our courses are all designed to change behaviour, so each culminates in a **follow-up session** which enables those involved to ask further questions, review their recent progress and to cement their learning.

Previous feedback

"This media training is excellent - the best out there and great value for money. My team were seriously raving about it for days afterwards."

Sharon Sawers, Head of Marketing and Insight, Home Office

MEDIA SENSE.

MediaSense's founders:

ANDY PEARCH

Andy brings to MediaSense a distinguished history in the media industry, having co-founded Billetts and developed it into a leading media consultancy. He has worked with more than 150 of the most influential advertisers, both in the UK and Internationally. He is regularly invited by media businesses to provide consulting, guidance and analysis to drive improved performance.

RYAN KANGISSER

Head of Digital, MediaSense. Ryan is a first-class operator in the digital media sector, having worked at the cutting edge within both the agency and consultancy worlds. As Head of Digital, Ryan will be placing digital media firmly at the heart of the MediaSense offering. Ryan is well known and highly regarded by both clients and agencies alike. As Principal Digital Consultant with Billetts, he was instrumental in developing digital best practice consultancy in the UK.

MediaSense helps Brand Owners to generate the most value out of their media budgets locally and internationally, and to navigate successfully through media change.

We pride ourselves on giving intelligent, mature and high value advice to Brand Owners on their business and media challenges.

Our clients recognise that excellence in Value, Performance and Relationships in the digital media world requires a different blend of skills and metrics to those offered by traditional media management techniques.

MediaSense has developed **Active Media Governance** – a new technique for improving media performance. Our Governance service delivers total management of the media supply chain, eliminating inefficiencies, increasing productivity and ensuring commercial and media goals are tightly aligned.

With fit-for-purpose processes and metrics in place, Brand Owners can realise the full potential of their media investments and assets across all media channels, audience segments and business sectors. MediaSense are passionate about helping clients re-purpose current approaches. For example we prioritise performance metrics which focus on Outcomes rather than just Inputs.

MediaSense advocate that Brand Owners should invest time and resource in proactively managing their agency relationships, rather than seeking new ones which is time consuming and expensive. So we work with clients and their agencies to ensure they have the requisite processes, behaviours and metrics in place to deliver consistently great work.

Our Core Services...

- > Performance Management
- > Relationship Management
- > Pitch Management
- > Business Consulting
- > Process Engineering
- > Professional Development

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