

MEDIA

SENSE.

Professional Development for your team in 2011

Benefits

- > Learn about latest communications planning theory and practice
- > Gain working knowledge of all key channels, data sources and segmentation techniques
- > Understanding of how different channels work best together
- > Embrace the latest creative thinking techniques on your own "live brief"
- > Feel much more confident in challenging your agencies
- > Work with toolkits and resources for making better media decisions
- > Practical advice on improving your current practices
- > Checklist for reviewing communications plans

Who should attend?

- > Anyone responsible for spending marketing money
- > Anyone whose role involves working with media and other key marketing services agencies
- > Anyone who wants to refresh and extend their existing knowledge

Stepping up to Communications Planning is a bespoke training course designed to help clients understand the latest developments and techniques used in communications planning in today's complex and fast changing media environment. As the limitations of paid-for advertising and traditional media planning become more keenly felt, many organisations are migrating to a more open customer engagement model for paid, owned and earned communications. This requires re-alignment and re-training for many marketing teams. This new course from MediaSense can be tailored to your organisation's needs, objectives and circumstances and to fit with the skills and knowledge gaps in your team.

The specific objectives of **Stepping up to Communications Planning** are to help marketing teams to improve their understanding of the core planning disciplines of audience segmentation and channel planning. Delegates will understand how the key communications channels work in isolation and together, the importance of audience selection, and will gain confidence in the data sources available to their organisations. Working in teams, attendees will embed learning through exercises, and will work creatively to develop impactful communications plans for their brands, that are underpinned by measurable objectives and outcomes.

Our **Stepping up to Communications Planning** course is in four parts. First, we explain the basics of media and communications planning and review current best practice approaches. Second, we explain how to identify and prioritise target audiences and apply common segmentation approaches. Third, we look at the key characteristics and potential applications of all key Paid, Owned and Earned communications channels available to advertisers, putting particular emphasis on digital channel planning. Finally, we learn how to use creative thinking techniques to stimulate thinking around a live client brief. Each course 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

"A really excellent refresher course on channels and audiences. A great mix of theoretical learning and practical exercises that brought everything to life and made it relevant to my business."

Home Office

MEDIA SENSE.

Your Trainers

ANDY PEARCH

Andy has a distinguished history in the media industry, having co-founded the media firm Billetts and developed it into one of the world's leading media consultancies. He has worked with more than 150 of the most influential advertisers in the UK and Internationally. In 2009, he set up a new performance management company, MediaSense, and launched the media forum, Media Minds.

SARAH BUSSEY

Sarah has over 20 years experience in the media industry. She runs her own planning consultancy and works with a diverse client base that currently includes brand owners, agencies and the IPA. Prior to this she worked at the Saatchi Group and OMD. At OMD she was head of Strategic Planning from 2001 -2004.

HARRIET FROST

A truly original creative thinker, Harriet founded the Ignition agency while at OMD, where she was Strategy Director and a multiple awards winner.

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 across all channels. 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 standard inputs.

MediaSense also runs an introductory training course on the basics of media planning and media buying entitled **Mastering media – everything you wanted to know about media but haven't had time to ask**. This is a bespoke course, designed to prepare marketing teams to navigate their way through today's media planning and buying world.

Our Core Services...

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

To contact MediaSense

Andy Pearch

Email: andypearch@mediasenseinternational.com

Call: +44 (0) 20 3005 6006

Graham Brown

Email: grahambrown@mediasenseinternational.com

Call: +44 (0) 20 3005 6007