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# TRAINING AND CAPABILITY PROGRAMME

## APRIL 2017/ MARCH 2018

ISBA  
12 Henrietta Street  
London  
WC2E 8LH



The Voice  
of British  
Advertisers **ISBA**

# ABOUT ISBA

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In addition you can call us for specific information or follow us on LinkedIn for regular updates



**Jackie Marlow**  
Director of  
Membership  
& Marketing

With over 30 years' experience in delivering marketing communications training, we are proud to say that our training remains practical, interactive and, most importantly, delivers skills for immediate use in what you do every day.

## ISBA is the Voice of British Advertisers.

As the representative body for British Advertisers we support the industry's freedom to advertise responsibly. As the voice for the industry, ISBA actively supports industry self-regulation and works with government to achieve effective but fair rules for marketing communications.

Our work focusses on four main areas of expertise:

- Safeguarding advertiser freedoms
- Protecting media interests
- Delivering marketing effectiveness & efficiency
- Providing insight and capability

## Building your capability

ISBA is a highly regarded supplier of marcoms training which is why we offer a range of capability solutions that include:

- Open workshops
- In-house and bespoke training
- Engaging member insight & networking evenings in London, Leeds, Manchester & Edinburgh
- Legal seminars
- Webinars
- Briefing seminars
- Online digital training from Circus Street
- In addition you can call us for industry insights and advice or join our LinkedIn group for regular updates

For more information see page 15.

**Our membership consists of over 450 British Advertisers representing an annual spend in excess of £10bn.**

# ABOUT ISBA WORKSHOPS

A wide-ranging programme of workshops runs throughout the year at our offices in central London.

In this brochure you'll find an overview of the individual topics and when they take place. Further details about each workshop and how to book your place are available from:

[www.isba.org.uk](http://www.isba.org.uk)

or by contacting Elvira Bagge on 020 7291 9020 or [elvirab@isba.org.uk](mailto:elvirab@isba.org.uk)

Extra dates will be added based on demand.

## AND DON'T FORGET...

### TRAINING WHERE & WHEN YOU WANT IT:

Our regular workshop programme can also be delivered to groups within your company at the venue of your choice. Content can even be tailored to include your own processes or documentation to meet your company's specific learning objectives.

To find out more about ISBA in-house and bespoke training, please email [markw@isba.org.uk](mailto:markw@isba.org.uk) or call Mark Willock on 020 7291 9020. See page 13 for more details.

## WORKSHOP LEVELS

### INTRODUCTORY

Designed for those with little or no experience in the subject. Courses provide grounding in the subject matter, but can also provide a useful refresher for more seasoned professionals.

### INTERMEDIATE

Designed for those who already have a good grounding in the fundamental skills and processes but would like to hone and develop their abilities.

### ADVANCED

Courses assume a high level of knowledge and industry experience.

## Training workshop bookings

Please contact Elvira Bagge  
[elvirab@isba.org.uk](mailto:elvirab@isba.org.uk)

### Cost of training

Full day £475 + VAT  
Half day £345 + VAT

### Time of workshops

Full day 9.30am – 5pm  
Half day 9.30am – 1pm

### Discount for multiple bookings

If you are booking 5 or more places please contact [elvirab@isba.org.uk](mailto:elvirab@isba.org.uk) to discuss our discount structure.

### Our commitment to you...

ISBA member organisations are granted a number of free places on ISBA workshops. The number of complimentary places is calibrated to your subscription package. Contact [janes@isba.org.uk](mailto:janes@isba.org.uk) for details.

### Venue

ISBA, 12 Henrietta Street, London WC2E 8LH

T: 020 7291 9020

### Nearest tube stations

Covent Garden, Charing Cross & Leicester Square.

### Terms of conditions

- All workshop bookings must be made in writing by email or via [www.isba.org.uk](http://www.isba.org.uk)
- You will receive confirmation of your booking from ISBA. If you have not received confirmation of your booking 48 hours before the event, please contact the Training and Events Team on 020 7291 9020
- The cost of the course will be invoiced once your booking has been confirmed. Make all cheques payable to ISBA. BACS payment also accepted
- Course fees must be paid in full prior to the date of the workshop
- All cancellations must be made in writing
- If a booking is cancelled within 14 days of the workshop date, the fee will be payable in full and is not refundable
- Cancellations received in writing more than 14 days before the workshop will receive a refund minus 20% of the workshop charge for administration
- The full course fee will be charged if the delegate does not turn up on the day of the workshop
- ISBA reserves the right to cancel, alter or reschedule any workshop. In the event of this happening you will be offered a full refund of your course fee

# AGENCY MANAGEMENT

## 01 Agency remuneration and payment by results

23rd May 2017

Half day Intermediate

This workshop allows delegates to get to grips with agency fee structures and maximise the benefits of reward-based remuneration.

### Delegates will learn:

- Which remuneration method to implement and how these will drive ROI from agency relationships
- How to ensure reward-based schemes pay dividends to all parties

## 02 Agency Rosters: models and management

20th June 2017

Intermediate

In a rapidly changing business and marketing environment, the design, management and performance of agency rosters is proving to be a critical challenge for both procurement and marketing professionals.

### Delegates will learn:

- Strategies and tactics which can be used to successfully deliver high performance/high value agency rosters

## 03 Understanding agency finances and their impact on commercial arrangements

29th September 2017, 9th February 2018

Half day Introductory

This workshop provides a review of how agency finances operate and the implications for remuneration negotiations and commercial controls. Delegates will gain valuable insights into how agencies really work and identify the areas to focus on in managing the relationship.

### Delegates will learn:

- How agencies maximise profits, and why cash flow is so important
- How agencies prepare fee proposals
- The value of getting the right contract in place – conducting appropriate compliance audits

## 04 Best practice agency pitches, appointment and alignment

10th November 2017

Intermediate

This course provides a practical guide to shortlisting and appointing the right agencies for both short and long term benefit.

### Delegates will learn:

- How to approach creating the right shortlist and manage a best practice pitch
- The importance of the contract and how TUPE impacts this
- How to kick-off a new relationship to ensure ongoing success

## 05 Driving the best work and greater value from your creative agencies

7th November 2017

Half day Intermediate

A broad grounding on how to manage and motivate agencies to produce their best work and deliver greater value for your brand or business.

### Delegates will learn:

- The creative and financial benefits of having clear alignment with their agency
- How to structure effective working between all stakeholders in the relationship
- How to kick-off a new relationship to ensure ongoing success

# BRIEFING

## 06 Briefing and appraising creative ideas

11th July 2017, 30th January 2018

Intermediate

This course will help marketers brief and appraise creative ideas more effectively, thereby inspiring excellence in their agencies. In seeing agency processes laid bare, attendees will learn where they can be of most value and where they should stand back.

### Delegates will learn:

- Insights into the way agencies think and work
- Strategies for inspiring their agencies

## 07 Briefing – writing and delivering a great communications brief

19th September 2017, 6th February 2018

Introductory

Briefing agencies is one of the most critical tasks for a marketer and this course is focused on getting the best creative results from your agency through great briefing. It provides the thinking and the tools to help write the brief and inspire the agency to produce their best work.

### Delegates will learn:

- The principles of effective briefing – applied to advertising, digital, social, or any integrated channel
- Valuable skills in writing inspirational briefs for agencies or internal departments

### Discount for multiple bookings

If you are booking 5 or more places please contact [elvirab@isba.org.uk](mailto:elvirab@isba.org.uk) to discuss our discount structure.

“Really good. Learnt a lot!”

L Woodcock, UKTV

DRIVING THE BEST WORK AND GREATER VALUE FROM YOUR AGENCIES

# DIGITAL

## 08 Digital marketing – from bolt on to centre of gravity

27th April 2017, 19th October 2017, 20th March 2018

Advanced

Individuals will get an inspiring yet practical understanding of how to release the power of digital communications, specifically in regards to creating future value through innovation and digital product development – ranging from content creation to e-commerce, interface design to digital outdoor and mobile applications.

### Delegates will learn:

- How leading global brands have achieved real success by putting digital at the centre of the marketing mix
- How to move campaigns away from 'advertising' towards 'value exchange'
- How to get the best out of digital agencies and 'lean' production cycles

## 09 Beyond Like: Advanced social media for brands

11th May 2017, 14th November 2017

Advanced

Effective real-time social marketing demands more than amassing followers and engagement. This course will take you beyond the basic mechanics of how each social network platform works and help you explore the more profound shifts in how your audience relates to your brand in a world dominated by digital connections.

### Delegates will learn:

- A broad range of business issues, including content strategy techniques, social targeting and advertising
- About emerging techniques that can help keep you one step ahead of your competitors

## 10 Making sense of social media

8th June 2017

Intermediate

Making sense of social media delivers an overview of social media and how it is affecting businesses at every level. This workshop will deliver best practice tips on how to develop your own strategies as well as examples of good and bad uses.

### Delegates will learn:

- How to tackle the issue of social media within your organisation
- Latest best practice
- The opportunity for delegates to ask questions in a clinic session

## 11 Brand building in the digital age

10th November 2017

Half Day

This course has a mission to show how the opportunity for digital is to build brands through great experiences and experience design.

### Delegates will learn:

- Bringing together the fundamentals of brand building and reframing them in the context of the digital revolution
- Different types of ideas that are needed to build brands

## 12 Innovation for marketers

28th September 2017

NEW

Intermediate

Two of the biggest concerns for marketers today are business growth and innovation. The key engine of growth is innovation but many marketers complain that budget constraints and a fear of failure holds them back. This course will give you inspiration, ideas and practical approaches to innovate even in challenging times.

### Delegates will learn:

- The need for innovation in a business environment where digital is key
- Innovative approaches that can be used by marketers even in a challenging business environment
- Examples of brands that are taking innovative approaches to their marketing

# MEDIA

## 13 Understanding TV commercial production

25th April 2017, 17th October 2017

Intermediate

This course provides up-to-date insights from leading consultants actively engaged with major advertisers in the control of the full spectrum of advertising production. Delegates will gain an objective understanding of the television production process – and the most crucial points along the way – building greater confidence in commissioning and managing TV production.

### Delegates will learn:

- A producer's eye view of the production process, including how production is budgeted
- Why costs can differ so widely for the same script – including specifics of key elements that affect cost

## 14 How to work with your media agency and ensure the best ROI from your budget

16th May 2017, 9th November 2017

Introductory

This course provides practical guidance for managing your media agency and monitoring media performance. Individuals will gain a basic level of media knowledge and an understanding of media management techniques that will enable best practice governance of their company's media agency and media investment.

### Delegates will learn:

- How to manage media agencies
- How to get full value from media investment
- How to measure and monitor media performance

## 15 Managing the media communications process NEW

15th June 2017, 25th January 2018\* Intermediate

A one-day course designed to up-skill any marketer on the four key stages of media communication process: media agency briefing, developing a media strategy, evaluating and approving a media plan, and conducting post-campaign analysis, which informs future improvements.

### Delegates will learn:

- The Insight: empowering data-fueled insights that will inform a great media strategy
- The Strategy: the secrets to creating an inspiring brief for your media agency that gets the best work
- The Plan: evaluating agency work and knowing when to approve it and when to reject it

# SPECIALIST SKILLS

## 16 Leveraging insights to deliver great marketing NEW

25th May 2017, 8th February 2018\* Half day Intermediate

This half day course will demonstrate what great insights look like, reinforce the value across the marketing plan, from start to finish and inspire a belief in delegates that getting to a great insight is worth the effort. The scope will be from big strategic insights to smaller, smarter ones within channels.

### Delegates will learn:

- Brand strategy insights
- Insights to set goals for marketing
- Insights driving the marketing mix

## 17 Brand story – discovering how to emotionally connect with your customers Intermediate

22nd June 2017, 22nd February 2018 Intermediate

This workshop will help you understand what makes a great story and will show you how to create one for your brand. It will help you to discover a story that is true to your brand and also engages the customer.

### Delegates will learn:

- How to understand the elements that make a good story
- How to make your brand story emotional and involving
- How to create a story for your brand that can live through all your communications

## 18 Strategic marketing communications Intermediate

6th July 2017, 28th November 2017 Intermediate

In this interactive workshop we look at how to bring marketing disciplines together to create coherent and cohesive plans that maximise the communications potential.

### Delegates will learn:

- To define marketing communications (marcoms)
- To create SMART marcoms objectives
- To measure and evaluate marcoms activities

## 19 Delivering a great marketing plan - half day NEW

12th September 2017, 27th March 2018\* Intermediate

Delegates will leave with some inspiration and extra skill related to crafting a strategic and excellent marketing plan. The focus is on crafting and delivering a plan to be executed rather than the upstream brand strategy and positioning, which is assumed to be in place.

### Delegates will learn:

- Effectiveness: defining a clear business goal and linking it to insight to create an inspiring marketing challenge
- Efficiency: creating the marketing plan by understanding the customer journey
- Fame: the role of fame in delivering effective work based on Les Binet and Peter Field's analysis

## 20 Guide to advertising and marketing communications Introductory

26th September 2017, 22nd March 2018 Introductory

This course provides an exciting and informative day covering the entire landscape of marcoms and advertising. Individuals will gain a full overview of how the industry works, and will leave feeling equipped to challenge their agencies ensuring they deliver quality work.

### Delegates will learn:

- The ground rules of advertising and marketing communications
- How to create a memorable campaign – process points and decisions along the way
- Agencies' strengths and weaknesses - and a top line view of cultivating the right relationship.

“Very good day...  
I've taken away some great  
information. Thank you.”

S Davis, EON

GUIDE TO ADVERTISING AND  
MARKETING COMMUNICATIONS

### Discount for multiple bookings

If you are booking 5 or  
more places please contact  
[elvirab@isba.org.uk](mailto:elvirab@isba.org.uk) to discuss  
our discount structure.

# PERSONAL DEVELOPMENT

## 21 Creative thinking for business – understanding the creative process and learning how to have great ideas

9th May 2017, 18th October 2017 Introductory

Creativity may sometimes seem as if it's this magic elixir that agencies hold the secret to. But creativity is a process not a gift and can be learnt by anyone.

### Delegates will learn:

- The importance of really dissecting a problem
- Tools to help get your thinking out of a rut
- The enemies of creativity: how to think without self-censoring or being judgemental

## 22 Presenting with confidence

7th June 2017, 1st February 2018 Intermediate

Top tips and techniques designed to make delegates say at the end of the day – 'I can't wait to give my next presentation!'

### Delegates will learn:

- What you need to think about before you write
- How to have a structure when you write
- How to deliver with impact

## 23 Behavioural economics can change life – Half day

13th June 2017, 5th October 2017 Intermediate

A half day workshop on practical applications to brand building, changing behaviour and increasing sales.

### Delegates will learn:

- Unconscious and instinctive decision making is proven to be vital in affecting behaviour
- Context for choice is as important as message and sometimes more so
- By understanding our mental biases marketers can sharpen brand messages and increase sales

## 24 Marketing communications copywriting

31st October 2017 Introductory

This one-day workshop provides guidance on how to write compelling marketing collateral from scratch. Attendees will learn a methodology for structuring their work, which focuses both on the purpose of the document and the needs of the reader.

### Delegates will learn:

- How to get clarity around the purpose and objectives of their copy
- Identifying the most appropriate structure for the individual document

### Cost of training

Full day £475 + VAT  
Half day £345 + VAT

Best practice agency pitches, appointment and alignment

Delegates rated this course 4.7 out of 5

# ISBA IN-HOUSE AND BESPOKE TRAINING

## Why choose ISBA in-house

We understand the importance of keeping your marcoms skills up to date and will work with you in developing a capability solution. ISBA in-house training provides a flexible approach to delivery and can be delivered in any of the following ways:

**Off the shelf** – Take any of our standard workshops and have it delivered for your team.

**Tailored** – Customise one of our standard courses using examples and case studies that are relevant to your industry and sector.

**Bespoke** – ISBA will work with you to create a totally bespoke programme to fit the exact needs and knowledge levels of your team.

With over 30 years of delivering marcoms training under our belts, we know what a successful training session should include. Our in-house workshops are designed to:

- Inspire
- Challenge your thinking
- Re-focus your brand's strategy
- Reflect the real world examples
- Encourage action
- Provide unbiased advice

Once you have identified a training need, contact the ISBA team who will be happy to guide you through the process.

Contact Mark Willock to discuss your training needs on **020 7291 9020** or email **markw@isba.org.uk**

Marcoms training delivered by experts

## Case study

A member approached ISBA with the ambition to roll-out a number of initiatives, including bespoke training courses.

The overall objectives were:

- To up-skill marketing teams across the members business with a view to driving efficiency and effectiveness
- To improve marketing capability by giving clear, practical insights into agency processes and ways of working

Working closely with the brand team and our trainer, we devised a programme that included the best and most relevant aspects of ISBA's current offering, plus bespoke elements reflecting the nature of the industry and the clients corporate identity.

The designed programme:

- Stretched the delegates to think and develop new ways of working
- Created new ways of driving forward the agency to ensure better results
- Put the participants outside their comfort zone and made them think about the way they work
- Stimulated learning and adoption of better practice

## Others have said

"Really enjoyable, impressed how much the trainer understood our organisation."

NSPCC

"Very relevant and clear insight from someone who really knows their stuff."

Sky





# GET THE MOST OUT OF YOUR ISBA MEMBERSHIP

As well as ISBA's Training Courses and Workshops, you can build your capability in other rewarding ways, many of them free to members, including:

## #ISBAinsights

"I thought last night was one of the best events so far. The presentations were really interesting and insightful."

TUI

## Insight & Networking Events #ISBAinsights

Designed to provide ISBA members with valuable insight and give them the opportunity to network with their contemporaries in the media and advertising industry. ISBA's Insight & Networking Evenings shine a light on topical industry issues. We hold 12 events a year in London, Leeds, Manchester and Edinburgh.

Email [janes@isba.org.uk](mailto:janes@isba.org.uk) to be kept informed.

## Member Sharing Events

Our members include some of the biggest global brands, yet big or small, members can offer fascinating insight, based on their own experiences, from which other member companies can benefit. These events are not only free, but provide unique opportunities to broaden your thinking.

Email [elvirab@isba.org.uk](mailto:elvirab@isba.org.uk) to be kept informed.

## Legal Seminars

ISBA's series of two-hour legal Law Society CPD seminars are designed for in-house lawyers and marketers who want to keep up-to-date with changes in advertising legislation and regulation.

All our legal seminars are Law Society Accredited.

Email [elvirab@isba.org.uk](mailto:elvirab@isba.org.uk) to be kept informed.

## Webinars

Our programme of live webinars has been developed to provide insight into some of the hottest topics and trends. Due to the busy nature of our industry, these informative online sessions last 45 minutes and aim to be interactive by inviting questions from participants.

Email [markw@isba.org.uk](mailto:markw@isba.org.uk) to be kept informed.

## Briefing Seminars

Stay informed and participate in frank and open discussions on the issues that really impact the success of your marcoms. Only ISBA members are present at our unparalleled series of seminars.

To join in, email [elvirab@isba.org.uk](mailto:elvirab@isba.org.uk)

## Free Legal Helpline

If you are looking for some legal advice on communications issues look no further than ISBA. Two helplines are available to members with general communications questions and digital agency contract issues free of charge.

Legal helplines are operated by Field Fisher and Lewis Silkin. See ISBA's website for more details or email [janes@isba.org.uk](mailto:janes@isba.org.uk)

## Best Practice Guides

To access ISBA's Best Practice Toolkit, go to the Agency Relations section of our website:  
[www.isba.org.uk](http://www.isba.org.uk)

Free to all members

## Library of information in our Knowledge Pool

See the extensive range of Guidance Notes covering a wide variety of topics on our website at [www.isba.org.uk](http://www.isba.org.uk)

Become an active part of the ISBA community by joining one of our **Action Groups**; along with our Working Groups they are the power house for ISBA's policy making.

Or call our specialist **Consultancy & Best Practice Team** for one-to-one support and advice on all aspects of marcoms: **020 7291 9020**

For more information on ISBA and your ISBA Membership, please email [janes@isba.org.uk](mailto:janes@isba.org.uk) or visit [www.isba.org.uk](http://www.isba.org.uk)

"Great session. Made me think about how to make the brief clearer and simpler."

IHG

# CALENDAR OF WORKSHOPS

To book now to contact ISBA  
T: 020 7291 9020

		APR '17	MAY '17	JUN '17	JUL '17	SEP '17	OCT '17	NOV '17	JAN '18	FEB '18	MAR '18
AGENCY MANAGEMENT	1. Agency remuneration and payment by results (½)		23								
	2. Agency rosters: models & management (½)			20							
	3. Understanding agency finances & their impact on commercial arrangements (½)					29				9	
	4. Best practice agency pitches, appointment and alignment						10				
	5. Driving the best work & greater value from your agency (½)							7			
BRIEFING	6. Briefing and appraising creative ideas				11				30		
	7. Briefing – writing and delivering a great communications brief					19				6	
DIGITAL	8. Digital marketing – from bolt on to centre of gravity	27					19				20
	9. Beyond like: Advanced social media for brands		11					14			
	10. Making sense of social media			8							
	11. Brand building in the digital age (½)							10			
	12. Innovation for marketers *NEW*					28					
MEDIA	13. Understanding TV commercial production	25					17				
	14. How to work with your media agency and ensure the best ROI from your budget		16					9			
	15. Managing the media communications process *NEW*			15					25*		
SPECIFIC SKILLS	16. Leveraging insights to deliver great marketing (½) *NEW*		25							8*	
	17. Brand Story - discovering how to emotionally connect with your customers			22						22	
	18. Strategic marketing communications				6			28			
	19. Delivering a great marketing plan (½) *NEW*					12					27*
	20. Guide to Advertising & marketing communications					26					22
PERSONAL DEVELOPMENT	21. Creative thinking for business		9				18				
	22. Presenting with confidence			7						1	
	23. Behavioural economics can change life (½)			13			5				
	24. Marketing communications copywriting						31				

\* = provisional date