

TRAINING AND CAPABILITY PROGRAMME

APRIL 2015/
JULY 2016

HOW CAN WE HELP YOU?

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

One day training	3
In-house and bespoke training	17
Insight & Networking evenings	19
Member sharing events	19
Briefing seminars	19
Legal seminars	19
Webinars	20

In addition you can call us for specific information or join our LinkedIn Group for regular updates

Our commitment to you...

ISBA member organisations are granted a number of free places on our workshops. This number of complimentary places is calibrated to your subscription package. Contact Janes@isba.org.uk for details.

Building your capability

The industry is rapidly evolving with new technologies and practices forever changing the way we approach and communicate with our markets. Programmatic Trading and Content Marketing are just two examples which have sent a buzz through the industry. As the voice of British Advertising, we take pride in offering training solutions that reflect both the industry and our members requirements.

With over 30 years' experience in delivering marketing communications training, our workshops remain practical, interactive and, most importantly, delivers skills for immediate use in what you do every day.

We're pleased to present our updated Training & Capability Programme for the year ahead.



Jackie Marlow
Director of Membership & Marketing

**For more information on ISBA
and your ISBA Membership, please
email janes@isba.org.uk or visit
www.isba.org.uk**

ABOUT ISBA WORKSHOPS

ISBA workshops cover a wide range of marketing communications subjects. These are then broken down into 6 key areas of focus including:

1

Agency Management

Evaluating agency performance, Effective campaign management

2

Briefing

Better briefing, Briefing and appraising creative ideas

3

Media

Understanding TV commercial production, Real Time Advertising

4

Digital

Integrated digital communications, Advanced social media for brands

5

Essential Skills

Marketing communications copywriting, Strategic marketing

6

Specialist Skills

Fundamentals of PR, Leadership: inspiring and leading your team

Guide to advertising
and marketing
communications

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

S Davis, EON

**Our workshops
have an average
feedback score of
4.6 out of 5**



ISBA training is CPD certified
meaning it has been scrutinized
to ensure integrity and quality.

The ISBA programme has been designed to meet the evolving training needs and requirements of the industry. Our trainers are active practitioners with at least 15 years' experience, meaning our training is practical, interactive and most importantly, deliver skills for immediate use.

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 skills.

ADVANCED

Courses assume a high level of knowledge and industry experience.

AGENCY MANAGEMENT

01 Understanding agency finances and their impact on commercial arrangements – Half day

25 September 2015, 29 January 2016 *Introductory to Intermediate*

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

02 Evaluating agency performance

22 April 2015, 21 April 2016 *Intermediate*

Organisations benefit from the ability to evaluate agency performance – leading to more efficient and effective marketing communications and improved ROI.

Delegates will learn:

- Different approaches to agency performance evaluation and linking evaluation and remuneration
- Similarities and differences in evaluating various types of agencies – creative, media, digital, events etc

03 Best practice agency pitches, appointment and alignment

12 May 2015, 17 May 2016 *Intermediate to Advanced*

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

04 Agency remuneration and payment by results – Half day

17 June 2015, 3 November 2015 **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

05 Effective campaign management – Half day

10 June 2015, 12 May 2016 **Intermediate**

Delegates will benefit from a thorough grounding in managing the creative development process to ensure smooth delivery of multi-channel campaigns. During this half day course, individuals will learn how to manage end-to-end campaign delivery that achieves quality creative output without wasting time and money.

Delegates will learn:

- Effective management – objectives, briefing and origination
- How to get from Idea to Execution – project managing the execution process and ensuring evaluation is measured

06 Getting the best work and greater value from your agencies – Half day

10 September 2015, 2 February 2016 **Intermediate**

This half day workshop provides a thorough grounding in what makes creative agencies produce their best work and deliver greater value for brands or business.

Delegates will learn:

- The creative and financial benefits of having clear alignment with their agency
- How to structure effective working between both internal and external stakeholders, and to reduce the time managing these relationships

07 Magic & Logic revisited: a pragmatic approach to improving marketing effectiveness and efficiency – Half day

13 October 2015, 12 July 2016 **Intermediate**

Magic & Logic are the two key areas of marketing. Both are vitally important to a successful outcome, yet they demand very different techniques and stakeholder management. This workshop will explore and illuminate how the principles of M&L can drive real marketing improvement.

Delegates will learn:

- How M&L can help you plan and execute marketing campaigns more efficiently
- How to work productively with procurement to reduce costs but not at the expense of quality

BRIEFING

08 Better briefing – writing and delivering the marketing communications brief

21 April 2015, 15 September 2015, 28 January 2016, 14 June 2016 **Introductory**

This workshop delivers a practical and interactive course in writing and delivering better briefs. This practical and interactive workshop provides tips, tools and exercises/insights to help you improve how you write and deliver your briefs.

Delegates will learn:

- The principles of effective briefing – changing the way you think about briefing
- Valuable skills in writing inspiring communications briefs for agencies

09 Briefing and appraising creative ideas

15 April 2015, 16 July 2015, 19 November 2015, 25 February 2016, 14 July 2016
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:

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

10 Briefing and managing agencies for integrated campaigns

21 May 2015, 7 October 2015, 11 February 2016 **Introductory**

Getting agencies to work together shouldn't be the challenge it often is. This course will leave you with valuable strategic and tactical tools for getting quality, relevant, synergistic work from a range of communications agencies.

Delegates will learn:

- How to write a communications brief and how to maximize each agency's contribution in moving from the communications plan to activity briefs
- An alternative approach for managing work-in-progress across a range of agencies

MEDIA

11 Understanding TV commercial production

16 April 2015, 6 October 2015, 26 April 2016 **Intermediate**

This course provides an up-to-date insight from leading consultants actively engaged with major advertisers in 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

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

14 May 2015, 10 November 2015, 16 June 2016 **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

13 Real time advertising – Half day

14 July 2015, 9 June 2016 **Introductory**

This unique course will give you a comprehensive look into digital media, specifically focusing on display advertising, key technologies and industry best practice. You will leave with the knowledge and skills to start creating a real time advertising strategy to grow your business and brand.

Delegates will learn:

- Jargon busting – a guide through the acronyms
- The essentials – an explanation of the technologies buy and sell side
- The people and the process – assembling and managing a real time strategy

DIGITAL

14 Integrated digital communications

23 June 2015, 5 November 2015, 24 February 2016, 21 June 2016 **Advanced**

Individuals will get an inspiring yet practical understanding of how to release the power of digital communications – ranging from content creation to e-commerce, interface design to digital outdoor and mobile applications. This workshop puts digital at the heart of the marketing communications strategy to maximise brand experience.

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 'engagement'
- How to get the best out of digital agencies

15 Making sense of social media

29 April 2015, 19 April 2016 **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 and 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

16 Using Google Analytics for measurement and evaluation

9 June 2015, 9 February 2016 **Intermediate**

Google Analytics today is a hugely powerful measurement platform capable of providing insight into not just web visitor behaviour, but mobile and offline activity – a genuinely universal measurement tool. Perhaps even more importantly, it provides a way to understand the economic contribution of any and all elements of the marketing mix.

Delegates will learn:

- How to properly set up a GA account as well as a deep dive into the full reporting and evaluation capabilities of the tool
- The course will provide a primer into attribution analysis, a technique that allows insight into the direct and indirect contribution that advertising and marketing approaches have on meaningful business goals and objectives

17 Beyond Like: Advanced Social Media for Brands

18 June 2015, 12 November 2015, 28 April 2016 **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

18 Search and you will find!

23 April 2015, 5 May 2016 **Introductory**

This course provides a practical introduction to planning and executing a search marketing campaign. Individuals will learn the role of search and what the potential benefits are of running a search campaign across both PPC and SEO channels.

Delegates will learn:

- The difference between PPC and SEO
- How to analyse the data coming out of PPC campaigns
- What website features will impact on SEO

19 Social media ROI – Half day

11 June 2015, 23 February 2016 **Intermediate**

This half day workshop provides an introduction to social technologies and how they work inside and outside of business. Through this half day workshop, delegates will take a deep dive into dark social and how this affects measurement.

Delegates will learn:

- How to pick tools that will help you measure your social media strategy
- Understanding what is return on marketing investment (ROMI)
- Developing a social media engagement measurement framework

ESSENTIAL SKILLS

20 Marketing communications copywriting

22 October 2015, 12 April 2016 **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

21 Presenting with confidence

3 June 2015, 4 February 2016, 19 May 2016 **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
- Having a structure when you write.
- Delivering with impact

22 Guide to advertising and marketing communications

17 September 2015, 23 June 2016 **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

23 Integrated marketing communications – what it’s really about?

24 June 2015, 10 May 2016 **Intermediate**

Designing and implementing fully integrated marketing communications – it’s so much more than “matching luggage”. Through this workshop, individuals will gain improved knowledge and judgement in releasing maximum consumer value from the integration of all communications.

Delegates will learn:

- How to manage a long term communications idea for maximum creative and media effectiveness
- How to avoid time wasting, false starts and costly revisions

24 Content Marketing – from Strategy to Execution

16 June 2015, 21 October 2015, 14 April 2016 **Intermediate**

A new workshop on this emerging and important topic – effectively turning the insights from our new special report on branded content into an interactive workshop with many examples and contributions from experts in the field.

This workshop covers the what, the why and the how.

Delegates will learn:

- The types of branded content
- How branded content can help you meet your objectives
- Tools and techniques to work collaboratively with agencies and partners

25 Strategic Marketing Communications

8 October 2015, 27 January 2016 **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

SPECIALIST SKILLS

26 Fundamentals of Public Relations

29 September 2015 Introductory

This interactive programme helps you get to grips with the basics of Public Relations (PR). We look at PR planning, setting PR objectives, effective PR channels and tactics, including media relations and social media, handling issues and crises, creating a newsworthy story and monitoring and evaluation.

Delegates will learn:

- The relationship between PR and advertising
- To understand how to monitor and evaluate PR programmes
- To write a basic news story (i.e. press release)

27 Negotiation: beyond win win – Half day

15 October 2015 Intermediate

This course is for those who manage critical negotiations on behalf of their business; a new agency contract, a media or production price – through to non financial negotiations such as strategy and creative ideas or even personnel issues.

Delegates will learn:

- To take a strategic approach to negotiation
- To handle difficult negotiations

This workshop is not about high level financial negotiations

28 Leadership: inspiring and leading your team

24 September 2015, 10 February 2016 Intermediate

The course is focused on the inter-personal skills needed for the successful running of any team. By the end of the course, delegates will have a clearer sense of their own leadership style as well as a greater confidence to lead, manage, and know when to 'Let go'.

Leadership: Inspiring and leading your team

"I thought overall it was a very well given course with a good balance between theory, discussions, practical and applied."

L Holness, Channel 4

29 Creative thinking – understanding the creative process and learning how to have great ideas

30 September 2015, 24 May 2016 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

30 Brand Story – Discovering how to emotionally connect with your customers – NEW

26 November 2015 Intermediate to Advanced

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:

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

CALENDAR OF WORKSHOPS

AGENCY MANAGEMENT	01 Understanding agency finances and their impact on commercial arrangement - ½ day
	02 Evaluating agency performance
	03 Best practice agency pitches, appointment and alignment
	04 Agency remuneration and payment by result – ½ day
	05 Effective campaign management skills – ½ day
	06 Getting the best work and greater value from your agencies – ½ day
	07 Magic & Logic revisited. A pragmatic approach to improving marketing effectiveness and efficiency – ½ day
BRIEFING	08 Better briefing – writing and delivering the marketing communications brief
	09 Briefing and appraising creative ideas
	10 Briefing and managing agencies for integrated campaigns
MEDIA	11 Understanding TV commercial production
	12 How to work with your media agency and ensure the best ROI from your budget
	13 Real time advertising – ½ day
DIGITAL	14 Integrated digital communications
	15 Making sense of social media
	16 Using Google Analytics for measurement and evaluation
	17 Beyond Like: Advanced social media for Brands
	18 Search and you will find!
	19 Social media ROI
ESSENTIAL SKILLS	20 Marketing communications copywriting – ½ day
	21 Presenting with confidence
	22 Guide to advertising and marketing communications
	23 Integrated marketing communications
	24 Content marketing – from strategy to execution
	25 Strategic marketing communications
SPECIALIST SKILLS	26 Fundamentals of Public Relations
	27 Negotiation: beyond win win – ½ day
	28 Leadership: inspiring and leading your team
	29 Creative thinking – understanding the creative process & learning how to have great ideas
	30 Brand Story – Discovering how to emotionally connect with your customers

Contact ISBA
T: 020 7291 9020

	APR '15	MAY '15	JUN '15	JUL '15	SEP '15	OCT '15	NOV '15	JAN '16	FEB '16	APR '16	MAY '16	JUN '16	JUL '16
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ISBA IN-HOUSE AND BESPOKE TRAINING

Marcoms training delivered by experts

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 brands strategy
- Reflect 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

In-house case study

Recently a member approached ISBA with the ambition to roll-out a number of initiatives, including bespoke workshops.

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 for best results
- Put the participants outside their comfort zone and made them think about the way they work
- Stimulated learning and adoption of practice

“Very relevant and clear insight from someone who really knows their stuff”

Sky

Others have said

“Really enjoyable, impressed how much the trainer understood our organisation”

NSPCC

ISBA'S CAPABILITY OFFERING

Insight & Networking Evenings #ISBAinsights

Our insight events are designed to provide ISBA members with both valuable insights and networking opportunities with their peers in the media and advertising industry. We hold regular events throughout the year in London, Leeds and Edinburgh.

Email elvirab@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. These events are free, and provide a unique opportunity to broaden your thinking.

Email elvirab@isba.org.uk to be kept informed.

Briefing Seminars

Stay informed and participate in frank

and open discussion on the issues that really impact upon the success of your marcoms. Strictly member only. To join in, email events@isba.org.uk.

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 to be kept informed.

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 Waterhouse and Lewis Silkin.
See ISBA's website for more details or
email 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/
agency-relations](http://www.isba.org.uk/agency-relations).

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/knowledge.

Become an active part of ISBA by joining
one of our Action Groups;
they are the power house for ISBA's
policy making. Email janes@isba.org.uk
on becoming an active part.

Or call our specialist Consultancy &
Best Practice Team for one-to-one

support and advice on all aspects of
marcoms: **020 7291 9020**.

ISBA Webinars

These online 'Lunch & Learn' sessions
last 45 minutes and provide insight into
some of the hottest topics and trends.
Members can participate in the live
sessions or view them on demand at a
time that suits them. Please check our
website for upcoming webinars.

#ISBAinsights

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

TUI

Training workshop bookings

Please contact Elvira Bagge
elvirab@isba.org.uk

Cost of training

Full day £465 + VAT /
Half day £335 + VAT

Time of workshops

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

Venue

ISBA, 12 Henrietta Street,
London WC2E 8LH

T: 020 7291 9020

Nearest tube stations

Covent Garden*, Charing Cross &
Leicester Square

*Please note Covent Garden is exit
only until November 2015

If you are booking 10 or more places
please contact elvirab@isba.org.uk
to discuss our discount structure

Terms of conditions

- All workshop bookings must be made in writing by email
- You will receive confirmation of your booking from ISBA. If you have not received confirmation of your booking by the day 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

ABOUT ISBA

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

Our work focusses on four main areas of expertise:

- Safeguarding advertiser freedoms
- Protecting media interests
- Delivering marketing effectiveness & efficiency
- Providing knowledge & guidance

Through our regulatory work and tailored advice, we deliver substantial cost savings for our members.

For more information contact:

Mark Willock


Markw@isba.org.uk

Elvira Bagge

Elvirab@isba.org.uk

T: 020 7291 9020

www.isba.org.uk

An abstract graphic design featuring overlapping, semi-transparent purple shapes of various shades, ranging from light lavender to deep, dark purple. The shapes are fluid and organic, creating a sense of movement and depth. The design is centered horizontally and extends across the width of the page, with some shapes reaching towards the top and others towards the bottom. The overall effect is a modern, artistic background for the text.