

ISBA

101 KNOWLEDGE SESSIONS

2024 PROGRAMME

2024 brings an updated 101 Knowledge Session programme available for all ISBA members.

The media landscape is complex and continues to evolve at an unprecedented pace. Technological change through AI is altering working practices and we've never had so many media and marketing options to consider. Agencies are also having to manage great change. That's why it's important to understand the fundamentals of all media and learn how the many different media routes can work for your brand in these challenging times.

Curated in partnership with former media controller and long term ISBA trainer, Pete Davis, MD of Getmemedia.com, the 101 sessions deliver valuable insights and learnings from industry experts and address the whole communications process. All sessions can be viewed live or on demand via the ISBA Knowledge Hub.

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I've accrued such knowledge through these sessions which might have taken me years to really get to grips with and to have it in such digestible formats and with real life examples is invaluable. It's also increased my confidence within these areas and allowed me to contribute my ideas more in team meetings and discussions which I feel raises my reputation and will put me in good stead for the future.”

“

I understand TV planning much better now. Knowing what TVRs are, the difference between TV impact and TVRs, and how they are measured is great. It was also very interesting to understand the different roles of Ofcom, Clearcast and BARB in regulating TV advertising.”

This packed programme covers 28 bite-size sessions that broadly fit into seven areas:

Insight & Innovation

- [Innovation & Renovation](#)
- [Delivering Audience & Brand Insights](#)
- [Brand Partnership & Building a Brand Purpose](#)

Creative Process

- [How Does a Creative Agency Work and How to Write a Creative Brief](#)
- [Best in Class Creative - Multi Channel Focus](#)
- [Effective Digital Creative Design](#)

Social/ Digital

- [Search, Online and Programmatic Buying \(in a Cookieless Future\)](#)
- [Influencer Marketing and Social media](#)
- [Mobile Advertising](#)

Ecommerce & Customer Experience

- [Devising and Creating eCommerce and Social Strategies](#)
- [Using Data to Understand your Customer Experience](#)

Media Process

- [Working with a media agency and understanding media jargon](#)
- [Understanding the Media Planning Process and Writing a Media Brief](#)
- [Understanding Media Weighting, Phasing and Evaluating Media Plans](#)
- [Delivering Accountability in Media](#)
- [Effectiveness: Marketing Mix Modelling \(MMM\)](#)
- [Managing media agency pitches](#)

Channels

- [TV, VOD & Connected TV](#)
- [Cinema](#)
- [Content Marketing](#)
- [Hyperlocal Targeting and Direct Marketing](#)
- [Outdoor](#)
- [Radio and Voice Search](#)
- [Public Relations & Sponsorship](#)
- [Magazines and News Brands](#)
- [Affiliate marketing](#)
- [Experiential and Brand Activation](#)

Guide to AI

- [The Guide to AI and How Technology can Empower Your Marketing](#)

WHAT ARE THE BENEFITS OF ATTENDING THE 101s?

Firstly, developing knowledge around different marketing and media subjects ranging from understanding insights, creative and media strategy, as well as invaluable sessions around key media. Each session aims to promote best practice and encourages participants to capture learnings for their current business. Over 1,800 members across 150 brands have attended a **live** 101 since they launched in 2021.

HOW DO I REGISTER?

In each event page, click the '**book now**' button at the bottom. To view what's coming up you can do so [here](#). If you have booked and no longer able to attend, the recorded session will be shared with you.



I work with creative agencies on a day-to-day basis and it's good to see why and how we use them. I can use my now better knowledge of what they do by going to them for more help when thinking about campaigns e.g., insights and strategy – they can help on so much more than a creative idea."

WHO ARE THE 101s SUITABLE FOR?

Open to all ISBA members and their teams, the sessions are aimed at understanding the basics and principles for each subject. We would recommend the sessions to marketers of all levels looking to develop, or refresh, their skills. The best practice case studies give the viewer the opportunity to learn about great work from all over the world and from several different product sectors.

HOW CAN I WATCH PREVIOUS 101s?

Once registered on ISBA's website, you can view all previous sessions on demand [here](#).



Nice recap of paid search and display. Not easy topics and it's good to get a nice overview of the main elements and points about paid search and display. Really appreciated the section about "what next after cookies are gone". Found very insightful the constant reminder of how it's key to adopt a test & learn mentality - and, in this sense, how paid search can be used to then optimise websites and in SEO."

To view all upcoming ISBA events, including our 101 programme for 2024, please click [here](#)

