

2025 Programme

101 KNOWLEDGE SESSIONS

2025 brings an updated programme available to all members.

We created our programme of 101 sessions to empower marketers with the essential tools, knowledge, and strategies to stay ahead in today's fast-paced industry. Our sessions range from media planning to creative execution, collaborating with agencies, and navigating modern and traditional media channels. Whether you're an industry newcomer or a seasoned professional, these sessions can help you develop, or refresh, your skills.

All 101 Knowledge sessions can be watched live, or on demand via the ISBA Knowledge Hub.

Topics

- Foundations of a successful media strategy
- Brief writing for effective media planning
- Media process
- Creative process in media management
- Channel deep dive
- Understanding the digital landscape

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.

Make sure you select 'Add to Calendar' after you've registered.

How can I watch previous 101s?

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

This packed programme covers over 30 bite-size sessions that broadly fit into six areas:

Foundations of a successful media strategy

- [The role of media & communications in your organisation](#)
- [Delivering Audience & Brand Insights](#)
- [Building a brand purpose](#)
- [The value of innovation and renovation of your brand](#)

Brief writing for effective media planning

- [How to produce & write an effective Media brief](#)
- [How to produce & write an effective Creative brief](#)

Media process

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

Creative process in media management

- [How Does a Creative Agency Work](#)
- [Best in Class Creative and how to judge it](#)

Channel deep dive

- [TV, VOD & Connected TV](#)
- [Cinema](#)
- [Public Relations & Sponsorship](#)
- [Retail media](#)
- [Outdoor](#)
- [Hyperlocal targeting and direct marketing](#)
- [Brand partnerships](#)
- [Radio and Podcasts](#)

Understanding the digital landscape

- [Paid search, online and programmatic buying](#)
- [Influencer Marketing](#)
- [Social Media](#)
- [Gaming, in-game advertising and brand integration](#)
- [Mobile Advertising](#)
- [Effective Digital Creative Design](#)
- [Devising and Creating eCommerce and Social commerce strategies](#)
- [Understanding the importance of data in your marketing mix](#)
- [Understanding Gen AI - opportunities and best practice](#)
- [Understanding your campaigns' digital dashboard](#)