

BRAND NEW
COURSES



MPA ACADEMY 2018

September 18th – October 16th 2018

To secure your places
please email
jennie@mpa.org.uk

For more information
call Cindy Simmons on
07831 292 128

In collaboration with

**PLANNING
EXPRESS**

The MPA is proud to offer the 2018 Academy - our sixth season of training sessions for communications and branding specialists.

This year we bring you 4 BRAND NEW courses.

All sessions are practical, interactive and full of inspirational best practices, models and techniques you can instantly use.

We have a total of 7 courses available

	COURSE TITLE	LENGTH	DATE & TIME
1	Reaching Better Insights	½ day	Tuesday 18 th Sept, 8.30am-12.30pm
2	Audience Segmentation	½ day	Tuesday 25 th Sept, 1.00pm-5.00pm
3	Better Creative Briefs	½ day	Tuesday 2 nd Oct, 8.30am-12.30pm
4	Presenting for Creatives	½ day	Tuesday 2 nd Oct, 1.00pm-5.00pm
5	Effectiveness and Evaluation	½ day	Tuesday 9 th Oct, 8.30am-12.30pm
6	Better Communications Strategy	½ day	Tuesday 9 th Oct, 1.00pm-5.00pm
7	Strategic Planning Booster	Full day	Tuesday 16 th Oct, 9.00am-4.30pm

All courses will take place at Refinery, Manchester. 10 Pittbrook street, Manchester. M12 6JX. +44 0161 273 5511

Your trainers

PLANNING EXPRESS

Planning Express is a strategic brand and communications planning consultancy, well known for training strategic skills in the Manchester creative and media community. As active practitioners in marketing and communications we have honed each of the sessions with up to the minute experience of the best traditional and new tools. As a result, we understand what you need and design our courses so that you get ideas and tips that can change the way you work.

The courses will be run by Liz Bielinska, Rebecca Ashley, Helen Davies and Claire Briscall. All have big agency experience and between them have trained over 300 brand and communications professionals.

How to book

To secure your places please email jennie@mpa.org.uk. You will receive an invoice which must be paid on receipt to secure places throughout the season. Please note cancellation of a place without 14 days' notice will still be charged. Places are limited to give you maximum individual attention, so book asap to avoid disappointment.



PLANNING EXPRESS

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IMPROVED
AND UPDATED

1 REACHING BETTER INSIGHTS

To compete and win we need to outsmart everyone else - and this demands research and insights that tells us something we didn't already know. But new insights don't just fall in our lap - and we can easily get bogged down in category norms and the same old issues that beset the business.

This half day course shares new ways to uncover and craft insights, opening doors to new and better ideas that can be translated into behaviour changing communications.

When:	Tuesday 18 th September, 8.30am-12.30pm
Where:	Refinery, Manchester. 10 Pittbrook street, Manchester. M12 6JX
Who for:	Account handlers of all levels, account planners, digital planners, media planners, media owners and PR Consultants of all levels
Cost:	£185 + VAT pp for MPA members £240 + VAT pp for non-MPA members

You will learn:

- Six key principles of reaching better insights, from early insight 'mining' through to crafting the thought
- How to distinguish insight from 'interesting information' - drilling down to the heart of the consumer truth
- Ways to get to new and better insights
- New theories around research and insight mining - social listening, semiotics, behavioural economics, and the different models of communications processing



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2 AUDIENCE SEGMENTATION

We all recognise that 'consumer is king' when it comes to communications. There's a need to understand not only who our audience is, but how they behave, what they think, and how they feel. The more we know about people, the more likely we are to be able to successfully engage with them through our branding and communications activities. By appropriately segmenting our audience into distinct groups we can prioritise and target our messaging to better meet the needs of each group.

This half day course looks at the latest theories of segmentation, the different methodologies – including approaches that can be undertaken in-house – as well as how to interpret audience segmentations and apply the insights to communications planning.

When:	Tuesday 25 th September, 1.00pm-5.00pm
Where:	Refinery, Manchester. 10 Pittbrook street, Manchester. M12 6JX
Who for:	Account handlers of all levels, account planners, digital planners, media planners, media owners and PR Consultants of all levels
Cost:	£185 + VAT pp for MPA members £240 + VAT pp for non-MPA members

You will learn:

- The latest thinking around segmentation (behavioural, demographic and attitudinal) including both B2B and B2C audiences.
- Methodologies for developing audience segmentations (including how to create one 'in house')
- The power of pen portraits, how to make and use them effectively
- How to interpret audience segmentations (and how to spot and avoid the common pitfalls)
- How to overlay qualitative insight onto data heavy segmentations
- How to effectively incorporate segmentations into your communications planning

3 BETTER CREATIVE BRIEFS

You're an account planner or account handler who is already writing briefs and in need of inspiration or wishes to upgrade your creative brief writing skills. You may also be a media planner who wishes to refresh your approach to brief writing. This hands-on half day course, using live briefs and examples, will give you the opportunity to improve your approach to brief writing, reinforcing basic good practices and giving special emphasis on areas that can lead to a weak brief.

When:	Tuesday 2 nd October, 8.30am-12.30pm
Where:	Refinery, Manchester. 10 Pittbrook street, Manchester. M12 6JX
Who for:	Account handlers of all levels, account planners, digital planners and media planners
Cost:	£185 + VAT pp for MPA members £240 + VAT pp for non-MPA members

You will learn:

- Core principles of how to ensure your brief is a good balance of information and inspiration
- The art of sacrifice - how to avoid your creative brief document becoming a 'catch all' for issues that are irrelevant (or unhelpful)
- A fast track into 'insight mining' - including how insights can be used to maximum effect
- Some new ways to think about the audience, and bring them to life
- A focus on proposition development, including multiple tools for proposition generation and evaluation
- Tools and techniques for how to deliver a better creative briefing

The course is full of examples to ensure you apply the skills learned throughout the session. You will leave with the skills and knowledge to write brilliant and inspiring creative briefs.

4 PRESENTING FOR CREATIVES

You're a copywriter or an art director and you're called upon to present your creative work or that of your team. This hands on half day course gets you exploring the needs of the agency and your own creative department in presenting and storytelling so that your creative concepts make the most impact.

When:	Tuesday 2 nd October, 1.00pm-5.00pm
Where:	Refinery, Manchester. 10 Pittbrook street, Manchester. M12 6JX
Who for:	Creatives at all levels
Cost:	£185 + VAT pp for MPA members £240 + VAT pp for non-MPA members

You will learn:

- How to use the proposition to blend the creative elements with the rest of the presentation
- How to tell the story using the creative rationale to demonstrate the build up to your concept development
- How to demonstrate the big idea before being drawn into the creative detail
- How to maximise and use your personal style and delivery
- Learning how to read the room and create impactful team dynamics

You will leave with the skills and knowledge to present and tell your story successfully with your internal teams, pitches and client presentations.

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5 EFFECTIVENESS AND EVALUATION

Playing a key role in decisions around measurement – what, how and when to measure, is a vital part of our role. It might be that you're a planner looking to refresh or work in client services and keen to understand more. This course covers the basics, key strategic skills and introduces you to some of the theory you'll come across in thinking about how to evaluate your campaigns and what methods to propose.

When: Tuesday 9th October, 8.30am-12.30pm

Where: Refinery, Manchester. 10 Pittbrook street, Manchester. M12 6JX

Who for: Account handlers of all levels, account planners, digital planners, media planners, media owners and PR Consultants of all levels

Cost: £185 + VAT pp for MPA members
£240 + VAT pp for non-MPA members

You will learn:

- The role of the agency and client in effectiveness and why is it important the agency has a point of view and the ability to influence the process
- How to distinguish business, marketing and communication objectives and work with the client to develop these
- How to decide measures of performance and key performance indicators
- The role of qualitative and quantitative research pre and post campaign communication in helping to ensure and measure effectiveness
- How to approach measuring effectiveness within digital and social campaigns
- An introduction to how neuroscience can be applied to create more effective communication e.g. the latest thinking on how we process communication

6 BETTER COMMUNICATIONS STRATEGY

If a creative brief is a distillation of our thinking on a brand or challenge, the communication strategy is how we get there.

Clients love to share the thinking in presentations and pitches, so we all benefit from knowing how to develop and write communication strategies and present them in a clear, structured way.

It might be that you're responsible for the strategy in your team and you'd like to fine tune your approach, or you might be interested in making your thinking more strategic in general.

When: Tuesday 9th October, 1.00pm-5.00pm

Where: Refinery, Manchester. 10 Pittbrook street, Manchester. M12 6JX

Who for: Account handlers of all levels, account planners, and digital planners

Cost: £185 + VAT pp for MPA members
£240 + VAT pp for non-MPA members

You will learn:

- The differences between brand and communication strategy, where they fit in the planning cycle and the key components of each
- How to define the role for communication and the importance of agreeing this upfront
- The role of research and insight and how to use these to develop a compelling strategy to crack the client challenge
- An understanding of the different types of objectives and ways of setting 'SMART' objectives so you will feel confident in developing these with clients
- A simple, structured approach to writing a strategic rationale which will mean you can present thinking in a clear, persuasive way to clients
- How to translate your strategy into a proposition for the creative brief

7 STRATEGIC PLANNING BOOSTER (FULL DAY)

A hard working full day course designed to up your strategic planning skills in all areas from finding better insight, to better ideas and briefs, to better presenting of strategies.

When:	Tuesday 16 th October, 9.00am-4.30pm
Where:	Refinery, Manchester. 10 Pittbrook street, Manchester. M12 6JX
Who for:	Senior agency execs and those in all fields of comms and media looking to extend their brand and marketing strategic skills, client services people wanting to do more 'planner type' work, and bright budding planners
Cost:	£355 + VAT pp for MPA members £450 + VAT pp for non-MPA members

You will learn:

- How to find killer insights
- Quick-fire idea generating techniques you can use yourself or while facilitating a team session
- Ways to upgrade your creative briefs and briefing process
- Techniques for developing outstanding propositions
- A simple technique for critiquing strategies and creative work
- A guide to presenting strategy – featuring techniques for organising the story and ways to instantly impress

This course is best used as an energetic caffeine shot of inspiration across the whole strategic planning process and a way to find out about the latest and greatest ideas, techniques and resources. You will leave with plenty of practical models and techniques to use day to day.



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