

MPA ACADEMY 2021

Spring/Summer 2021

New format:
Now on Zoom



In collaboration with

**PLANNING
EXPRESS**

To secure places please
register here

For more information
contact Cindy Simmons at
cindy@mpa.org.uk

TRAINING DESIGNED FOR OUR NEW WORLD

We're now in our seventh season of the Academy and the whole world has changed. So we've changed.

Shorter, more convenient

We've adapted all our half day courses to be **2 x 2 hour Zoom sessions**. We've kept them simple in design, with all the great models and techniques and learnings you can use straight away. But they are in short sessions... because let's face it, we all get Zoom fatigue. So whether you are going into the office or working from home, everyone can get involved.

Giving you the tools your business needs now

Because of the year our industry has had, the focus on the courses in 2021 is on business development and pitching. As usual we are all about strategic skills. But the emphasis is on speed and efficiency, getting smart fast, getting to ideas fast, making flexible comms plans for every budget, and making money go further.

Do it when it suits you

Because we will be doing the sessions on Zoom and don't need to book venues, there is no set date to fit in with. So as soon as we have 8 bookings for any course, the session can go ahead and we'll get in touch directly with delegates to find the 2 x 2 hour slots that are **most convenient**.



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THE SPRING/ SUMMER 2021 COURSES

**To help you get better and
faster at strategic thinking**

Think of this year's Academy as a strategic toolkit specifically designed for today's business environment

COURSE TITLES		
1	Short cuts to brilliant insights	6 Courses to choose from. All 2 x 2 hours on Zoom. All during May/June/July 2021. All taking places at the convenience of the 8 delegates per course – as soon as we have 8 bookings, we'll be in touch to schedule. Closing date for bookings is May 30th. But first come first served. No limit to how many you attend.
2	Primary research on a pitch budget	
3	Big idea collaboration on Zoom	
4	The perfect creative brief	
5	Comms planning made easy	
6	The perfect pitch presentation	

Cost: All courses £200 + VAT pp for MPA members. £240 + VAT pp for non-MPA members

Your trainer - Liz Bielinska



**PLANNING
EXPRESS**

For 15 years Liz has run Planning Express, a strategic brand and communications planning consultancy and training resource, serving the Manchester creative and media community. She has trained hundreds of brand and communications professionals here in Manchester, and is known for her focus on practical skills, tools and no-nonsense techniques that can be used by everyone, every day.

This year, she has been experimenting with adapting classic face to face training for Zoom with great success. The best, most useful exercises have been brought together for this Academy.

How to book

To secure your places please **register here**. Courses will only take place when 8 people are signed up. When a course is confirmed to be going ahead you will be contacted to schedule the dates. You will then receive an invoice which must be paid on receipt to secure your places. 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.



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1

SHORT CUTS TO BRILLIANT INSIGHTS

This course shares ways to uncover more relevant facts and information more quickly, so the strategic thinking behind the comms is better (and the ideas have more time for development). Getting smart very quickly can put you ahead on pitches, it indicates how good you will be to work with. And getting real, jaw dropping insights is not as time consuming or costly as you may think if you know where to look and what to look for.

Who for:

Account planners, digital planners, media planners, client services and PR consultants of all levels

You will learn:

- How to distinguish insight from 'interesting information' - drilling down to the heart of the consumer/customer truth
- Where to find fresh insights and make the most of the data you have
- Quick guide to turning insight into ideas
- Presenting insights clearly and confidently

After completing this 2 x 2 hour course you will feel able to find insight in every corner, astound your team with how quickly you can give them a head start on ideas, and feel confident presenting insights with impact.

2

PRIMARY RESEARCH ON A PITCH BUDGET

When you need unique insights to help you stand out, this course teaches how to do your own qualitative discussion groups/interviewing and quantitative surveys quickly in the most cost effective way possible.

Who for:

Account planners, digital planners, media planners, client services and PR consultants of all levels

You will learn:

- How to select the right method for what you need to know
- A guide to better interviewing/focus groups. Includes adapting to Zoom
- A guide to better online surveys and how to design and use them
- The fundamental principles of analysis, report writing and presenting for qual and quant research

After completing this 2 x 2 hour course you will feel confident suggesting and conducting bespoke research that will uncover new insight quickly and cheaply to impress clients.



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3

BIG IDEA COLLABORATION ON ZOOM

Working together and collaborating on ideas has been hard when we have all been working remotely. But it can be done, and done well, with some simple tips and adaptations of classic workshop exercises and techniques – without all needing new technology. We have combined our big idea and workshop facilitation training and adapted it to not just cope with everyone working remotely, but actually turn those limitations into advantages.

Who for:

Account planners, digital planners, media planners, client services and PR consultants of all levels

You will learn:

- How to plan, prep and run effective team brainstorming sessions (whether in person or remotely)
- An adaptation of our classic approaches and exercises for generating fresh ideas quickly
- How to manage different sized groups and any scope of project
- How best to evaluate and agree final ideas when you aren't together

After completing this 2 x 2 hour course you will be confident collaborating on Zoom and being able to develop better ideas quickly.

4

THE PERFECT CREATIVE BRIEF

A core skill for everyone in agency world is being able to write a great creative brief. The better the brief, the quicker the creative team will be able to strike gold, and that's particularly invaluable when winning new business. This course is our classic creative brief training but modified for Zoom.

Who for:

Account handlers of all levels, account planners and digital planners

You will learn:

- A fast track into 'insight mining' and achieving 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)
- Some new ways to think about the audience, and bring them to life
- Proposition development – quickly finding territories for the creative team to explore

After completing this 2 x 2 hour course you will feel confident in your skills and knowledge to write brilliant and inspiring creative briefs.



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COMMS PLANNING MADE EASY

If a creative brief is the core proposition we want to convey in a campaign, the communication plan is how we get it to the audience who needs it, at the right time and on budget. This course focuses on sharing a number of easy to use and inspiring tools and models that help you explore ways to reach and engage with your audience in a fresh, compelling and integrated way.

Who for:

Account handlers of all levels, account planners and digital planners

You will learn:

- How to define the role for communication and the importance of agreeing this upfront
- A variety of tools and techniques that help explore more engaging comms plans for campaigns of any size and budget
- A way to incorporate the customer journey to ensure a plan that will resonate and engage
- How to hone the best final plan

After completing this 2 x 2 hour course you will be armed with models and methods then help create a simple, flexible and workable plan that fits any budget and timeframe.

6

THE PERFECT PITCH PRESENTATION

Your new business drive is only as good as the last step – winning. That often hinges on how you present everything you have done and coherently articulate the solutions in the time available. And nowadays we are having to do it over Zoom. This course focuses on tips and ideas to improve your comms pitch presentation...when you're not in the room.

Who for:

Account planners, digital planners, media planners, client services and PR consultants of all levels

You will learn:

- Some classic presentation structures that help keep your story organised and the client engaged
- How to make the most in the presentation of your strategic thinking and up front work, and still leave the right time to showcase the creative ideas
- Presenting over Zoom – its not as bad as you think if you prepare ahead and follow some rules

After completing this 2 x 2 hour course you will feel confident presenting a coherent, comprehensive insight-to-idea story, and not feel Zoom has compromised your work.



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