

# Marketing Communications Masterclass 2011/12

## Creating cut-through strategic communications

### **The purpose of this course**

This masterclass helps you plan, create, assess and manage communication strategies. Particular attention is given to the strategic and executional imperatives that are essential for great communications, in addition to creating and assessing creative work using mixed and new media.

### **Who this course is for**

As a masterclass, this course is designed for delegates with several years of management experience. Specifically those responsible for planning and managing marketing communication strategies for products, services or organisations.

### **Benefits for your organisation**

Effective customer communications can have a massive impact on a product or organisation's brand image, presence, reputation, market share and ability to command a premium. As customer communications are invariably high cost, managing the strategic communications process well can have a significant positive effect on profitability. It can also influence the attitudes and behaviour of colleagues and shareholders and enhance your own personal worth.

### **Benefits for you as an individual**

This in-depth programme provides both skills and experience in devising high level communications strategies and creating and assessing creative ideas and messages. It will equip you with the confidence and 'best practice' tools to plan, create and evaluate strategic campaigns for your brand, product or organisation. It also provides practical guidelines for setting budgets and managing internal audiences and agencies.

### **You will learn how to**

- Skills and 'best practice' tools to create and define a communication strategy and then devise communications that will cut-through and persuade. Specifically how to:
- Construct a communications strategy and plan
- Establish budgets and targets
- Design appropriate messages
- Assess communications ideas
- Select appropriate media options
- Manage the communications process from development to implementation
- Manage internal stakeholders, agencies and across media

### **Course content**

- How to engage and motivate customers
- How to create a communications strategy for an product, service or organisation brand

- How to create effective integrated communications
- How to assess creative messages/ideas
- How to devise media strategies and assess media options
- How to set budgets to meet marketing objectives
- How to brief and manage agencies
- How to align internal and external communications
- How to measure communications performance
- Communications clinic – to address your personal communications challenges

### **Learning approach**

- Highly interactive and participative course
- A variety of individual, paired and group exercises which enable delegates to discover and learn by doing
- Real life based exercises to help you understand key strategic communication principles, what really works and gain experience using powerful thinking and creative communication tools

### **To take away from the course**

- World class insights and ideas to re-energise your thinking and communications effectiveness
- A workbook and tool-kit of models for planning and managing communications campaigns

### **Illustration of training agenda**

- For illustration purposes only. As we constantly review our training content, the final agenda will be sent with your joining instructions.

### **Day One**

0830 – 0900 Registration

0900 – 0930 Introductions and Objectives

0930 – 1030 Communication Essentials

1030 – 1045 Break

1045 – 1145 Communications Planning

1145 – 1215 Setting Objectives

1215 – 1300 Brand Positioning

1300 – 1400 Lunch

1400 – 1445 Brand Personality

1445 – 1530 Understanding Customers

1530 – 1545 Break

**Day One cont.**

1545 – 1630 Assessing Communications

1630 – 1830 Brand Communications Development Exercise

1930 Dinner

**Day Two**

0830 – 0930 Presenting Brand Communications Development work

0930 – 1030 Making Media Choices and Setting Budgets

1030 – 1045 Break

1045 – 1145 Using the Internet and Digital Communications

1145 – 1245 Sales Promotion

1245 – 1345 Lunch

1345 – 1445 Corporate and Social Responsibility

1445 – 1500 Break

1500 – 1545 Communications Measurement and Management

1545 – 1645 Communications Clinic

Close

**Course dates and prices**

This course will run at The Chartered Institute of Marketing in Cookham, Berkshire on 15/16 September 2011, 2/3 February 2012 and 3/4 May 2012

For CIM members the price is £1543 plus VAT. Overnight accommodation (recommended) is an extra £90 plus VAT.

For non members the price is £1715 plus VAT. Overnight accommodation is an extra £100 plus VAT.

For further information, call us on +44 (0)1628 400699 or email [masterclasses@themarketingdirectors.co.uk](mailto:masterclasses@themarketingdirectors.co.uk).