

Media Brand Masterclass 2010

Create distinctive and appealing media brands and devise effective communications

The purpose of this course

This course will help delegates create and build distinctive and appealing media properties and enhance the commercial success of your work and business. It provides skills, processes and 'best practice' tools to create and define programmes and products as brands and communicate/market them to both B2B distributors / buyers as well as audiences / consumers.

Who this course is for

The course is ideal for production, creative and marketing people who are responsible for programme development, communication or rights exploitation. It is also useful for senior managers/owners who want to appreciate how strategic, branding and audience understanding can be applied to ensure greater commercial success.

Benefits for your organisation

The most successful media brands are audience, creatively and brand driven. It has long been accepted that audience awareness, recognition, stand-out and relationships drive value and that those that extend beyond a single medium are more enduring and profitable.

Benefits for you as an individual

You will leave this programme with a defined approach and tools to define your media property as a brand, set it apart and devise marketing communications to attract audiences. With renewed confidence, know-how, experience and 'best-practice' techniques you'll be able to apply audience driven thinking to work with and inspire your colleagues to achieve greater commercial success.

You will learn how to:

- Gain a better understanding of your customers and use this knowledge to enhance your creative work and business
- Create and define programmes and products as brands so they stand-out and appeal
- Create more effective communications to engage and motivate B2B distributors / buyers and consumers / audiences
- Motivate and work collaboratively and more effectively with your colleagues

Course content

- The importance of understanding your customers / audiences and how to utilise this knowledge to improve your programmes and products and improve marketing/sales
- What is a brand and the benefits of brands
- How to create a brand strategy and how this can be applied to benefit and develop programmes and products
- How to create cut-through selling messages and communications to motivate distributors/buyers and audiences/consumers
- Marketing clinic – to address your personal brand or business development challenges

Learning approach

- Highly interactive and participative course involving a variety of individual, paired and group exercises which enable delegates to discover and learn by doing. These include exercises to help you understand key principles, what really works and gain experience using powerful media brand development and communication tools. All of the examples and exercises are based on real-life branding challenges covering children's and other genres and/or help create outputs relevant to your business.

To take away from the course

- World class insights and ideas to re-energise your thinking and brand
- A workbook and tool-kit of models for delivering great audience and brand experiences

Illustration of training agenda (subject to change)

- 08.30 – 09.00 Arrival & coffee
- 09.00 – 09.30 Introductions and Objectives
- 09.30 – 10.15 Understanding What Audiences Want
- 10.15 – 11.00 Understanding Brands
- 11.00 – 11.15 Coffee
- 11.15 – 12.15 Effective Communications
- 12.15 – 13.15 Lunch
- 13.15 – 14.45 Brand Development Exercise
- 14.45 – 15.30 Brand Development Presentations
- 15.30 – 15.45 Tea
- 15.45 – 16.30 Marketing Clinic
- 16.30 – 17.00 Wrap-Up and Close

Course Director

Guy Tomlinson is an expert brand strategist and marketer. He has been a marketing director and business planning manager for ten years and a marketing consultant for fifteen years. He is co-author of the highly acclaimed book, *The Marketing Director's Handbook*. He started-out in brand management at Boots and then Procter & Gamble, managed business planning at Reader's Digest before becoming Group Marketing Director, responsible for operations for 13 countries, and Executive Producer at Softvision. He has huge consulting experience gained with PricewaterhouseCoopers and two strategic marketing consultancies before founding The Marketing Directors in 2005. He has helped ensure the global success of many media brands including Agatha Christie, Top of the Pops, Match of the Day, the Tweenies, the Fimbles, Mr. Men, the Famous Five, Gardeners' World and FT.com.

Course Dates, Venues and Prices

Monday 11th October – Moor Hall, Cookham, Berkshire, SL6 9QH - £349 plus VAT

Monday 15th November, Worsley Park Country Club, Manchester, M28 2QT - £349 plus VAT

Overnight bed and breakfast at Moor Hall – Extra £95 incl. VAT

Overnight bed and breakfast at Worsley Park – Extra £99 incl. VAT

Moor Hall, Cookham – 11th October 2010



Moor Hall is just 30 miles from London and set amidst nine acres of landscaped gardens in the beautiful village of Cookham. It has a state of the art conference facilities as befitting the home of The Chartered Institute of Marketing

Worsley Park, Manchester – 15th November 2010



Worsley Park is set within 200 acres of beautiful parkland with its own 18 hole championship golf course. It is just 7 miles from the heart of Manchester and Salford and has won many accolades as one of the best hotels in the North West of England

To make a booking call 01628 400699 or email masterclasses@themarketingdirectors.co.uk.

**Please book me a place on the Media Brand Masterclass at a cost of £349 plus VAT:
Bookings made before 31st August 2010 qualify for an early bird rate of £309 plus VAT.**

Date

Monday 11th October – Moor Hall, Cookham, Berkshire, SL6 9QH

Monday 15th November, Worsley Park Country Club, Manchester

Name and Contact Details

Name:

Company:.....

Job Title:.....

Company Address:.....

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My Objectives.....

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E-mail:.....

Telephone:.....

Signed:

Please fax this booking form to +44 1628 891 701 – or post it to The Marketing Directors, The Old Barrel Store, Draymans Lane, Marlow, Bucks, SL7 2FF. We'll send you a VAT invoice by return.