



ONE DAY WORKSHOP

8:30 - 8:45	Introductions	And review of agenda
8:45 - 9:00	Objective, Strategies & Tactics	Definition and review of O, S and T for communications planning purposes
9:00 - 9:30	Developing Creative Strategies	Presentation and discussion of the elements of creative strategy with sample strategy statements
9:30 - 10:00	Strategy Types	Presentation and review of 5 basic types of strategies that are used in the development of strategy alternatives. Examples of brands typifying those strategy types are used
10:00 - 10:15	Different Strategies Lead To Different Creative	Demonstration of how, with one strategy statement, different creative directions can be developed
10:15 - 10:30 Break		
10:30 - 11:30	Group Strategy Development Practice	Dave Hamel leads session in the development of alternative strategies based on a short case history developed for this session
11:30 - 12:00	The Creative Brief	Presentation, review and discussion of the structure and elements of a Creative Brief, when and where one is used.
12:00 - 2:00 Breakout Strategy Practice (over lunch)		
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2:00 - 2:30	Brand Personality	Presentation and review of the power of Brand Personality in the creative process
2:30 - 3:00	Managing the People in the Process	Presentation and discussion of roles of participants and examples of how best to manage. Both managing supervisors and others in the creative development process
3:00 - 3:15 Break		
3:15 - 3:45	Evaluating Work & Feedback That Inspires	Presentation and discussion of best practices on how to review and provide appropriate feedback to resources that have developed the creative
3:45 - 4:30	Practice Giving Feedback	Using a short case with creative examples, session members will discussion and practice how to provide feedback that is helpful to the process
4:30 - 5:00	Presenting the Plan and Work	Presentation and review of best practices in presenting creative to provide it the greatest opportunity for success.
5:00 - 5:15	Wrap up	Discussion of learning