

## TWO DAY WORKSHOP

### DAY ONE

8:30 - 9:00	Introductions	And review of agenda
9:00 - 9:30	Objective, Strategies & Tactics	Definition and review of O, S and T for communications planning purposes. Practice is done as a group using mock descriptions
9:30 - 10:00	Developing Creative Strategies	Presentation and discussion of the elements of creative strategy with sample strategy statements
10:00 - 10:30	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
<b>10:30 - 10:45 Break</b>		
10:45 - 11:15	Different Strategies Lead To Different Creative	Review of alternative strategies from same client situation and the alternative creative concepts from each
11:15 - 12:15	Group Strategy Development Practice	Dave Hamel leads session in the development of alternative strategies based on a short case history developed for this session
<b>12:15 - 1:30 Lunch</b>		
1:30 - 1:45	The Relationship Between Strategy And Creative	Demonstration of how, with one strategy statement, different creative directions can be developed
1:45 - 2:15	The Creative Brief	Presentation, review and discussion of the structure and elements of a Creative Brief, when and where one is used.
2:15 - 3:00	Making a Bad Brief Better	The group is provided a Creative Brief that offers opportunities for improvement; Dave Hamel leads the session in discussion of issues and resolution
<b>3:00 - 3:15 Break</b>		
3:15 - 3:45	Brand Personality	Presentation and review of the power of Brand Personality in the creative process
3:45 - 4:15	Campaign Themes	The creative idea that is found in every campaign: what it is, how it is stated, how it is used
4:15 - 4:45	The Whole Thing Together	Presentation of a case from situation to strategy to Creative Brief and Brand Personality to Creative
4:45 - 5:00	Wrap Day One	Discussion of learning

### DAY TWO

9:00 - 11:00	Breakout Strategy Practice	Participants are divided into three teams, and, using a short case history, work as a team to develop alternative strategies and present to the overall session for feedback.
<b>11:00 - 11:15 Break</b>		
11:15 - 11:45	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
11:45 - 12:15	About Managing Creatives	Presentation and discussion of roles of participants and examples of how best to manage. Both managing supervisors and others in the creative development process
<b>12:15 - 1:30 Lunch</b>		
1:30 - 2:00	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
2:00 - 3:00	Practice Giving Feedback	Using a short case with creative examples, session members will discuss and practice how to provide feedback that is helpful to the process
3:00 - 3:15	Inspiration	Where and how to get and give inspiration for better work
3:15 - 3:45	Presenting the Plan and Work	Presentation and review of best practices in presenting creative to provide it the greatest opportunity for success.
3:45 - 4:00	Judging Success	Tools and metrics to determine whether the program was successful
4:00 - 4:30	Wrap up	Discussion of learning