



## **Background**

*There is a lack of training in the broadcast market that is tailored specifically to the unique challenges that marketing strategy of broadcast promotion and its implementation provides. We intend to plug this gap with training specifically tailored to staff in all roles and at all levels whose roles include on-air marketing whether from a strategic or an implementation perspective. We intend to equip attendees with the necessary knowledge, understanding & tools to create strategic, highly effective promotional campaigns within their organization or to implement them as relevant. The workshops will cover best media planning practice & theory as well as practical examples that our attendees will work through & can bring back to the workplace.*

*Delivered by experienced managers with both advertising & broadcast media planning backgrounds JWM are offering two workshops that should address all needs of the on-air process. The intention is to run both within a short space of each other with the option for delegates to choose either or both days suitable to their needs. Workshop 2 however is constructed on the basis that delegates are familiar with the fundamentals of the media planning terminology covered in Workshop 1 and acts at more advanced level than the first workshop.*

## **Workshop One**

### **The Fundamentals of On-Air Media Planning Terminology and Implementation**

#### **The Aim**

The aim of this training will be to equip your team with the tools, knowledge and understanding of Media Planning terminology and analyses that are essential for effective campaign planning and its implementation. The training will focus on how these can be used in their everyday roles in order for them to be able to more confidently & effectively manage the promotion across your media portfolio and in dealing with their internal stakeholders.

#### **How do we achieve this?**

This one day practical training workshop will include the following:

- Presentation & discussion of the meaning, interpretation and calculation of the complete range of planning and broadcast terminology and analyses.

- The working through of practical examples that they should use in their everyday planning – both individually and together as a group.
- The building of their own detailed media laydown to utilise their workshop learning
- A role-play where delegates present their media laydown to stakeholders in order to give them confidence when publically talking about complex terminology.

We encourage debate and questions throughout the day – the aim is for your team to come away with a robust understanding of how to use these tools to support the planning and promotional activity that they are responsible for.

### **Who Should Attend?**

This workshop is aimed at junior or assistant media planners who wish to better acquaint themselves with the language of media planning and who wish to improve their skills in developing media plans and their optimal implementation. Presentation planners who wish to be better informed of audience focused media planning would also benefit from attending as would junior marketers unfamiliar with media planning terminology and its application.

### **Content**

#### **Session 1: Media Planning terminology & tools**

This session will cover the definition, calculation and use of the following: TVRs, Universe, share, reach, cover, unique cover, frequency, effective frequency, OTS, day-parts, conversions (indices), natural delivery, 30" equivalent TVRs, Consolidated v VOSDAL v Live... including showing how these may differ when using different target audiences.

#### **Session 2: Use of the terminology & tools**

This session will look in detail about how you use these different tools in everyday planning. What measures to use in different situations; for planning, for targeting and whilst implementing campaigns. This work will be done through both group & individual exercises to reinforce the theory from the first session – the combination of theory, presentation styles and actual practical working examples should ensure that the learning is more thorough & effective.

#### **Session 3: Bringing the tools together in a media laydown**

This is a working session where the delegates will be asked to use their learning from the previous sessions in order work through and create their own 'live' media plan.

#### **Session 4: Role Play**

Each delegate will have the opportunity to present their plan to the group with the aim of incorporating the terminology from the morning to show their understanding of the how the tools are used in planning & implementing promotional campaigns.

## **Session 5: The role of junctions**

To finish the day, we will take time discussing and reviewing the role of breaks within a broadcast portfolio, how audiences view these breaks and the tools and tricks of the trade that can be used to retain audiences in today's world where channel zapping and time shifted content is becoming ever more dominant.

## **Workshop Two**

### **Marketing and Media Planning Strategy Workshop** **Achieving Effective Promotional Activities**

#### **The Aim**

Many broadcast teams are often focused on the implementation of multiple on-air campaigns without recognising the role for a portfolio focused & integrated promotional strategy & the impact their decisions have on this.

This workshop addresses staff from a wide range of areas within the broadcast arena, which input into the selection or moulding of broadcast marketing activity with a focus on how best to use the critical but often under-valued 'owned' promotional resource. This workshop will enable staff to strategically make more effective and efficient use of their biggest marketing resource in order to help better achieve the business objectives of their organisation as a whole.

#### **How will we achieve this?**

This one day practical training workshop will include the following:

- The formulation of marketing objectives, which are unique and appropriate to broadcast and importantly, business needs.
- How to better understand the role that the marketing of each of your content and services plays in shaping the perception and success of your organisation.
- The creation of a prioritisation process and model that is built upon robust criteria by category to ensure effective promotional usage.
- A discussion and view of the changing world of broadcast media, its challenges, opportunities and what broadcasters need to do to adapt.

Each of the above will be achieved through both presentational and practical working sessions. We encourage debate and questions throughout the day – the aim is to provide strategic tools and models that can be used back in the office to set or shape on-air promotional strategy, resource allocation and campaign implementation.

#### **Who Should Attend?**

This workshop is aimed at anyone who may be involved in on-air marketing process but with specific focus towards media planners and managers who are looking to move away from the more implementation elements of the on-air role. The day is also highly relevant to staff from the marketing, creative community as well as channel management.

## **Content**

### **Session 1: Objectives & Value of Promotion**

This often overlooked element of the marketing / promotional process is central to effective management of your portfolio's promotion. This session will explore how objectives should shape your promotion & how to arrive at a promotional strategy, using a selection of different promotional models.

### **Session 2: Strategic Prioritisation of Marketing Content.**

In this session we concentrate on the process of formulating a model that produces a hierarchy of promotional activity based upon robust criteria that have to be fulfilled to address not just Marketing's needs but also the wider business objectives.

### **Session 3: How to Create the Perfect Plan & Achieve Optimal use of Resource**

We will look at why the creation of plans is essential to sound on-air marketing, the content, considerations, timings and structure of a plan. It will also cover the role of other media in the campaign mix and the role of 'earned and paid for' media to complement your 'owned' media.

This session will also delve into the theory of effective frequency & the importance of campaign reach and the impact that they have on campaign shape selection

### **Session 4: Putting Learning into Practice**

This session is a group exercise where, delegates in small teams are given an upcoming schedule of proposed marketing activity and are asked to apply their learnings from earlier in the day to create an optimum robustly prioritized marketing laydown

### **Session 5: Campaign Evaluation**

This session covers the various options used for evaluating campaigns. We will look at what could be the right method of approach for your analysis, their strengths and weaknesses. Quantitative and qualitative approached will be reviewed together with econometric modeling and social monitoring.

### **Session 6: Adapting for the Future – Sticky Breaks & Drive to Live**

This is a more discursive session about key trends & issues affecting the broadcast market including non-linear viewing and the growth in second screen usage. We will present industry research and show examples from the UK and further afield in how broadcasters are trying to address the decline in 'live' viewing and how their attempts at retaining audiences throughout a break by making them 'stickier'.