



**THESE WORKSHOPS WILL RUN AT LONDON GMT TIMES
THE CONTENT HOWEVER IS RELEVANT TO ALL MARKETS
SIMILAR WORKSHOPS CAN BE MADE AVAILABLE SUBJECT TO DEMAND TO
BEST FIT ALL TIME ZONES: PLEASE DO ENQUIRE**

Background

There is a lack of training in the broadcast market that is tailored specifically to the unique challenges of TV marketing strategy, promotion and its implementation provides – both linear & non-linear.

We plug this gap with training specifically tailored to staff across multiple roles and experience levels, who are responsible for TV content on-air and VOD marketing, whether from a strategic or an implementation perspective.

We equip attendees with the necessary knowledge, understanding and tools to create strategic, highly effective promotional campaigns within their organisation or to implement them as relevant.

The workshops will cover best media planning and marketing practice and theory, including practical examples that attendees will work through and can take back to their workplace.

Delivered by experienced managers with both broadcast media planning and advertising backgrounds. JWM's two workshops address all needs of the on-air/on VOD promotional process.

Breaking from previous years the intention is to run these workshops virtually using fully interactive video conferencing facilities. Each of the two workshops will consist of two parts across two mornings within the same week.

Workshop 2 (Marketing and Media Planning Strategy) will take place one week following Workshop 1 (The Essentials of Broadcast Media Planning) with the option for delegates to choose either one or both workshops suitable to their needs.

Workshop 2 is constructed on the basis that delegates are ideally familiar with the 'Essentials' of the media planning terminology covered in Workshop 1, although this is not a condition of attendance.

Workshop Details

Venue – Virtual via Microsoft Teams, Blue Jeans or Zoom video conferencing (tbc).
Supplemented with Kahoot and similar online interactive tools.

Dates:

Workshop One

The Essentials of Broadcast Media Planning, terminology, and implementation:

Part 1 - Tuesday 3rd November (09:00 – 13:00)

Part 2 - Wednesday 4th November (09:00 – 13:00)

Workshop Two

Marketing and Media Planning Strategy, achieving effective promotional activity:

Part 1 - Tuesday 10th November (09:00 – 13:00)

Part 2 – Thursday 12th November (09:00 – 13:00)

NB: All times are GMT, London, UK.

Workshop One – November 3rd and 4th (morning sessions)

The Essentials of Broadcast Media Planning **Terminology and Implementation**

The Aim

The aim of this training will be to equip delegates with the tools, knowledge and understanding of Media Planning terminology and analyses that are essential for effective campaign planning and its implementation whether in the linear or VOD world. 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 workshop across two successive mornings 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 virtual role-play where delegates present their media laydown to stakeholders to give them confidence when publicly talking about complex terminology.

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

Support material will be forwarded by email to delegates in advance, and to maintain interactivity JWM will use the Kahoot! App to gauge delegate progress and understanding.

Who Should Attend?

This workshop is suitable for everyone who wishes 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. Whilst media planners are a key group, Presentation Planners or VOD Schedulers who wish to be better informed of audience focused media planning would also benefit from attending. We also welcome 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: GRPs, PIs, CTs, Universe, Users, share, reach, cover, unique cover / user, frequency, effective frequency, OTS, day-parts, conversions (indices), natural delivery, including showing how these may differ when using different target audiences. All terms will be equally relevant to both linear and VOD media planning.

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 virtual 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 breaks and on-platform navigation

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

Morning One

Morning Two

trade that can be used to retain audiences in today's world where channel zapping and time shifted content is becoming ever more dominant.
These same tools are now required within the VOD arena as well and as such will be addressed.

Cost

The Essentials of On-air Media Planning - £495/delegate (excluding VAT if applicable).

Workshop Two – November 10th and 12th

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

The Aim

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

This workshop addresses staff from a wide range of areas within the broadcast/streaming arena, which input into the selection and/or planning of broadcast marketing activity.

This workshop will enable staff to strategically make more effective and efficient use of their biggest marketing resource, your owned media, in order to help better achieve the business objectives of their organisation as a whole.

How will we achieve this?

This workshop across two mornings will include the following:

- The formulation of marketing objectives, which are unique and appropriate to each broadcaster and importantly to business needs.
- How to better understand the role that 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

owned media promotional strategy, resource allocation and campaign implementation. Support material will be forwarded by email to delegates in advance, and to maintain interactivity JWM will use the Kahoot! App as appropriate to gauge delegate progress and understanding.

Who Should Attend?

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

Content

Session 1: Objectives & Value of Promotion

This oft 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 multi-media 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: Putting Learning into Practice

This session involves an exercise where, delegates 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 4: How to Create the Perfect Plan & Achieve Optimal use of Resource

We will look at why the creation of plans is essential to sound broadcast marketing, the content, considerations, timings, and structure of a plan. Although focusing on linear and VOD, 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 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, strengths, and weaknesses. Quantitative and qualitative approached will be reviewed together with econometric modeling and social monitoring.

Morning One

Morning Two

Throughout the workshop, we will highlight key trends and issues affecting the broadcast market across both linear and VOD platforms. We will present industry research and show examples from the UK and further afield in how broadcasters are trying to address the transition of audiences from and within linear and VOD viewing as they look to maximise and retain audiences.

Cost

Marketing and Media Planning Strategy Workshop: £575/delegate
(excluding VAT, if applicable)

NB: Taking each delegate workshop (Parts 1 and 2) as one unit, JWM will apply a discount of 25% for all units booked beyond 4 from the same broadcaster i.e. 5th unit and subsequent ones thereafter.

About James&Wilkinson Media (JWM)

JWM is a company that is unique in the broadcast arena, providing specific on-air marketing and media planning consultancy, break management and training for broadcasters globally, helping them to maximise their on-screen communication with their viewers.

Business partners Alan James and Jo Wilkinson set up the company in 2011, and Joe Goddard joined the team in 2013. Together they have in excess of forty-five years of experience in media planning strategy and implementation, twenty of which have been specifically within broadcasters.

Previously, Alan was the Head of BBC Media Planning, with responsibility for the planning of all marketing messages across all BBC platforms. Jo also worked as a senior manager at the BBC within Media Planning, before going on to work at BSkyB. Joe Goddard worked at Viacom on the Nickelodeon brands in Media planning before joining JWM as Media Planning Head.

Since launch JWM have operated with broadcasters in over thirty-five countries, both in Europe and further afield in Asia, Africa, Australasia, and the Americas. In 2019, JWM launched a subsidiary office in Singapore to address both existing and potential new clients in the Asia-Pacific region. This office is led by Joe Goddard.

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