

ISBA In-house & Bespoke Training

Marcoms knowledge delivered by experts - the way you want it



We have learnt a great deal about what makes for a successful in-house training session. Here are ISBA's key ingredients:

- Interaction and debate
- Identifying key learning objectives and outcomes
- Inspiring examples and case histories
- Useful tools and techniques
- Tailoring the package to the needs of the company
- A firm commitment from the company to the training
- Constant appraisal and improvement
- A trusted provider of unbiased advice and training packages

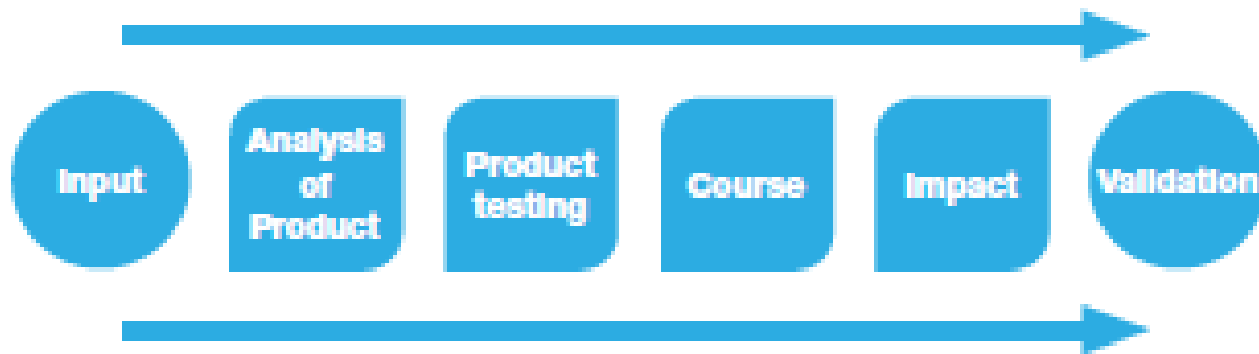
ISBA in-house and bespoke training

We can offer you training in the following formats:

- › Off the shelf - our standard workshops delivered for your team only
- › Tailored to you - using the standard workshops as a starting point we will customise our workshops for your individual requirements
- › Totally bespoke - we will work with you to create a totally bespoke workshop or full training curriculum or workshops to fit the exact needs and knowledge levels of your team

ISBA's approach to training

ISBA Model for General Training Purposes



How ISBA works with you

Input - we offer a collaborative approach and will meet to understand your business and challenges.

Analysis of product - This stage includes the recognition of learning outcomes and models

Product testing - Further discussions on topic content. Production of course outline to be signed off

Course - Pre-course work is handed out in advance to ascertain knowledge and skill levels

Impact - Evaluation of returned post-course evaluations and trainers thoughts

Validation - Check to see if the product has made a difference. Suggestions made for further professional development.

Case study 1: Briefing training for a food retailer

- › Initial discussions & interviews with key stakeholders
- › Outcome to help reconstruct internal briefing template, improve internal briefing processes and ensure buy-in from key decision makers
- › Key stages of project
 - Initial discussion with project manager
 - 1-2-1 stakeholder interviews
 - Focused workshop to rebuild template
 - 3 days training on new briefing process
 - Progress reports and discussions during and post training

- › Cost £16K

Case study 2: Excellent briefs & agency motivation training for a media owner



- › 6 bespoke courses delivered to 120 delegates over three months
- › Outcome to align internal briefing process and assessment of creative work
- › Key stages
 - Initial discussion with project manager
 - Agreement on course content
 - Provided tools for business to use when judging creative work
 - 6 independent days training on briefing & agency motivation
 - Progress reports and discussions during and post training
- › Cost £27K

What our customers say



L'ORÉAL

InterContinental Hotels Group



“Very relevant and clear insight from someone who really knows their stuff”

Sky

“Really enjoyable, impressed how much the trainer understood our organisation.”

NSPCC

Our support doesn't just stop with training

- › A range of Best Practice Guides, which together represent the definitive 'best practice toolkit' for advertiser-agency relationships,

The full suite of guides sets out best practice on:

briefing communications agencies to develop creative solutions (The client brief),

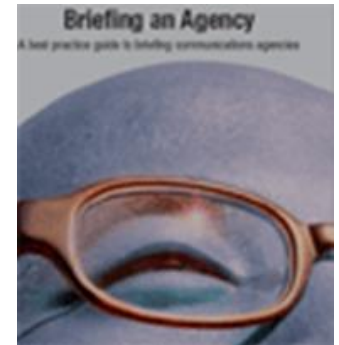
agency search and selection (Finding an agency)

evaluating the effectiveness of marketing communications (Evaluation)

judging agency creativity (Judging creative ideas)

agency remuneration (Remuneration)

getting the best out of your communications budget (Communication strategy)



ISBA also offers

- › Legal series - seminars on marketing communications regulations with Law Society CPD accreditation for in-house lawyers
- › An annual conference on 11th March 2015
- › ISBA Annual Lunch 2015 date tbc
- › Best practice member sharing insight sessions
- › Webinars



Please do not hesitate to contact us

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