



## **ISBA 101 Knowledge Sessions**

The media landscape is shifting faster than ever! In the past it would be that technology and audience engagement were the key drivers for media change, but as we slowly recover from the pandemic many media options themselves are facing a fundamental shift in their own role within the marketing mix as the UK's population alters its social, work and living habits.

In 2021, ISBA delivered you a series of thought leadership sessions on media and marketing fundamentals. Due to the popularity of the 2021 programme we have spoken to members about what subjects they would like to get more insight about in 2022.

This fascinating programme of insight sessions will provide ISBA members with the opportunity to understand the fundamentals as well as deep-dive into key marketing channels. These sessions are suitable for all marketers looking to build or refresh their media knowledge.

### **The Sessions will cover:**

1. [101 Specialist: Delivering audience & brand insights – 9<sup>th</sup> March 2022](#)
2. [101: Writing a media brief – 23<sup>rd</sup> March 2022](#)
3. [101: How does a media agency work? – 20<sup>th</sup> April 2022](#)
4. [101: Deep dive - Understanding media weighting & phasing – 4<sup>th</sup> May 2022](#)
5. [101: Getting the most from your creative agency and writing a creative brief – 11<sup>th</sup> May 2022](#)
6. [101: Deep dive - Social media – 8<sup>th</sup> June 2022](#)
7. [101: Understanding media barter – 9<sup>th</sup> June 2022](#)
8. [101: Deep dive - Effective digital creative design – 22<sup>nd</sup> June 2022](#)
9. [101: Mobile advertising – 29<sup>th</sup> June 2022](#)
10. [101: Deep dive - Social commerce & customer engagement – 6<sup>th</sup> July 2022](#)
11. [101: Guide to TV, VOD and Connected TV – 8<sup>th</sup> September 2022](#)
12. [101: Hyperlocal targeting – 14<sup>th</sup> September 2022](#)
13. [101: Content marketing – 21<sup>st</sup> September 2022](#)
14. [101: Direct marketing – 5<sup>th</sup> October 2022](#)
15. [101: Public relations & Sponsorship – 12<sup>th</sup> October 2022](#)
16. [101: Affiliate networks – 19<sup>th</sup> October 2022](#)

To book, email [ElviraB@isba.org.uk](mailto:ElviraB@isba.org.uk) and quote the number(s) of the session(s) as above.

### **Session leader**

These sessions are run in conjunction with ISBA and Pete Davis MD of [www.getmemedia.com](http://www.getmemedia.com). Pete is the former media controller of Nestle and has been an ISBA course trainer for over 10 years. Pete's experience in media and marketing is varied and unique. Working across numerous clients, agencies and media owners, at the last count he has worked on over 800 marketing briefs from the UK Government, Tesco, Direct Line and L'Oreal to start up tech businesses like Rooster Money. Pete was also instrumental in the setting up of ISBA's networking evenings and Webinar programmes. His main focus has always been the advertiser and equipping them to make effective decisions in the media landscape.