



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 launched a series of thought leadership sessions on media and marketing fundamentals.

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. These are free and exclusive to ISBA members.

Topics include:

- **Insight and innovation**
- **Media process**
- **Creative process**
- **Social/digital**
- **Brand**
- **Channel deep dive**

To view all upcoming events and recordings of previous events [click here](#)

For more information, please email ElviraB@isba.org.uk

Session leader

These sessions are run in conjunction with ISBA and Pete Davis MD of 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.