



Tailored In-House Briefing Training for your team

Briefing remains a critical marketing skill

Whatever the level of current briefing practice this skill requires updating as the marketing team encounters new channels, marketing mixes and changing roles.

ISBA's trainer has worked with many members across a range of sectors and will ensure your team receives objective training which they can use immediately.

ISBA's Briefing Training course can take place in your offices and is tailored specifically to the needs of your marketing department with the aim of improving the standards of briefing your agencies and internal departments and the quality of their output.

Reasons for briefing training

- New challenges in terms of the role of marketing, business scope, new launches or ventures, new agencies, moving resources in house etc.
- A wide range of skills from very experienced to zero in briefing agencies or internal departments
- Your marketing team is not operating as one or lacks coherence in the way briefing is done
- You have new marketing team members with little or no classical marketing training
- You have good agencies that are not producing their best work for you
- Your agency feedback has highlighted issues with briefing

Tailored to you

The training is specifically tailored to any issues or opportunities that you have highlighted. It is also tailored to your industry or sector and will focus on a current or emerging business issue as a central part of the coursework, including working with live briefs.

Focused on changing behaviour

The course aims to get team members to focus on the briefing behaviours that they can improve on through specific techniques and tools that are provided to help them

achieve this. Whilst theory and case studies are used, the academic knowledge learned is always applied to their situation.

Improving team performance

In addition to individual briefing behaviours, the course also looks at the whole team and challenges current working practice to identify areas for improvement. The result is nearly always stronger team cohesion.

Positive outcomes

Feedback from both individuals and marketing organisations confirms the role this training has had in changing the way briefing is done. Testimonials and videos demonstrate how much people's thinking has changed as result of a single day's training.

Practicalities:

The course is delivered in one day. We can deliver the training remotely but we recommend in person where possible. We recommend a group of 8-16 people. Smaller groups have been accommodated and also very large groups (50+) have been split over two days. (The numbers are similar for virtual training via Teams/Zoom)

Member feedback on ISBA's in house briefing training

"A perfectly pitched course, great at bringing people in, but also at holding the room. Very knowledgeable, engaging and personable. Would definitely recommend the course" Retail member

"John's training has changed the way I will respond to briefs written by my team to make sure there are true Audi briefs" Automotive member

"Really enjoyed it. Great way to spend a few hours and nicely inspiring to go and write better briefs. Some easy to apply techniques shared and John was a really great leader of the session. Good mixture of being taught and asked to contribute" Financial services member

"The training was particularly useful in not only building the brief, but also in doing the briefing" FMCG member

"I learned the importance of how to inspire and motivate agencies" Financial services member

"I intend to show more passion and belief when briefing" Telecoms Member

For further information on costs and next steps please contact: Elvirab@isba.org.uk