



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 post pandemic the media options themselves are facing a fundamental shift in their own role in the marketing mix as the UK's population alters its social, work and living habits.

This fascinating programme of insight sessions provides ISBA members with the opportunity to “deep dive” into key marketing channels. It's a chance to adapt your knowledge and to be inspired at this moment of change by the latest thinking and a revisit of the principals of each channel.

The Sessions will cover:

Channel Deep Dive

Revisit the principles of key marketing channels (TV, online, social, D2C & ecommerce, search, radio, cinema, influencer & outdoor)

- ✓ **Role & relevance of the channel**
- ✓ **How to plan the best campaign using this channel**
- ✓ **How to measure performance & impact**

Plus

- ✓ **Best in class creative**
- ✓ **Understanding the media planning process**
- ✓ **Evaluating your media plans to achieve the best outcomes**
- ✓ **Innovation & renovation – post pandemic how to keep your brand fresh & relevant**
- ✓ **Brand partnerships and building a brand purpose**

Launching in September, the sessions you and your team can sign up for include:

- [101 - Guide to Innovation and Renovation](#) - 15 September
- [101 - Guide to best in class creative](#) - 22 September
- [101 - Deep Dive: TV Advertising](#) - 29 September
- [101 - Guide to understanding the media planning process](#) - 6 October
- [101 - Deep Dive: Social Media](#) - 13 October
- [101 - Guide to evaluating your media plans](#) - 20 October
- [101 - Deep Dive: Outdoor advertising](#) - 3 November
- [101 - Deep Dive: Search and Online](#) - 5 November
- [101 - How to devise and create your eCommerce strategy](#) - 10 November
- [101 - Brand partnerships and building a brand purpose](#) - 17 November

- [101 - Deep Dive: Influencer Marketing](#) - 24 November
- [101 - Deep Dive: Radio advertising](#) - 1 December
- [101 - Deep Dive: Cinema advertising](#) - 8 December

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.