

Summary of 2012 Open Courses

Media Essentials: Knowledge/Craft/Ideas

Introduction to Media (Level 1, across nine consecutive Wednesday evenings):

New starters to the media industry gain:

- a broad understanding of how media works within the marketing context
- an overview of how each of the major communications channels are planned, bought, sold and used to best effect
- an opportunity to network and form useful relationships with around seventy of their peers across the industry

Better Negotiation (Level 2, one day):

Learn 'best practice' negotiation techniques and tools, increasing both your ability and confidence. You will improve your negotiation skills whilst enhancing your reputation as a 'good person to do business with' (Level 2)

Idea Generation (Level 3, half day):

Gain the skills and techniques to help a group of people generate lots of ideas within a short time. Learn how to plan and run brainstormings, encourage people in non-habitual thinking and manage and prioritise output. (Level 3)

Creative Connections (Level 4, two days):

Enhance your ability to think more creatively in order to develop better ideas for superior individual and organisational performance. Learn specific creative thinking tools to be applied in different situations so you can develop multiple creative ideas, faster – and on demand! For experienced media people

Communications Skills: Presenting/Reporting/Writing

Persuasive Presenting (Level 2, one day):

Learn how to create and present your recommendations fluently and confidently to your clients, resulting in positive action and agreements.

Presenting with Confidence (Level 2, half day):

Bolster your confidence in delivering compelling presentations. Understand and play to your strengths as a communicator and learn how to control nervousness.

The 5 Minute Pitch (Level 2, half day):

Develop the skills and confidence to present your recommendations quickly and effectively, in a time pressured environment.

Advanced Presentation Skills (Level 4, one day):

Move to a higher level in presenting and pitching. Presentation styles are fine-tuned to develop a greater ability to inform, influence and convince in high-stakes situations.

Effective Reporting (Level 2, one day):

Gain the skills and confidence to create and deliver effective reports, be they campaign reports or updates, competitive reviews, media channel updates or research reports.

Writing with Real Impact (Level 3, half day):

Improve your business writing skills so that your written communications, proposals, recommendations and views are more persuasive and influential.

Management Skills: Clients/Projects/People

Account Management in Media (Level 2, half day):

Build your confidence and resourcefulness in effectively managing both client and internal relationships in the interests of producing great work.

Media Project Management (Level 3, one day):

Learn how to plan, manage and assess projects more effectively across multi-discipline teams. Gain practical planning and delegation techniques that work in the media world and useful formats to help structure projects and communicate progress.

People Management Fundamentals (Level 3, one day):

Build confidence in your management role to help your team become more successful. Gain insight into effective development skills such as: improving performance through motivation, knowing when and how to delegate, using appropriate management techniques and styles.

The Manager as Coach (Level 4, one day):

Learn how to further develop your staff through a structured way of coaching that is easy to use on the job.

Business Minded (Level 4, one day):

Understand the key business issues that clients face and gain sufficient knowledge and confidence to participate in business discussions at a senior client level.

Course levels

Level 1: under 1 year media experience

Level 2: 1-3 years experience

Level 3: 3-5 years experience

Level 4: 5+ years experience

(n.b. people with over 15 years experience have found Level 4 courses beneficial)

All courses are open to media people from all areas of the media advertising industry - agencies, media owner sales, media consultancies and industry bodies. The mix of delegates from across the industry brings a unique dynamic and benefit to Media Circle courses.

"Give us your people on a Monday and they'll be doing their job better on a Tuesday"