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Council



# Foundations of Advertising and Media Advertising and Media Foundations of Advertising and Media Advertising and Media





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# Welcome to the Foundations of Advertising and Media Course 2024

This prestigious course is regarded as one of the most valuable and effective courses for those with fewer than three years' experience in the industry.

Over 12 weeks we will cover the fundamentals of the advertising and media agency world, why we do what we do, how agencies work, who does what and how to produce exceptional work. You'll get to meet and hear from some of the most successful and awarded leaders of the industry while working together to reach common learnings and deliver outstanding presentations of your own.

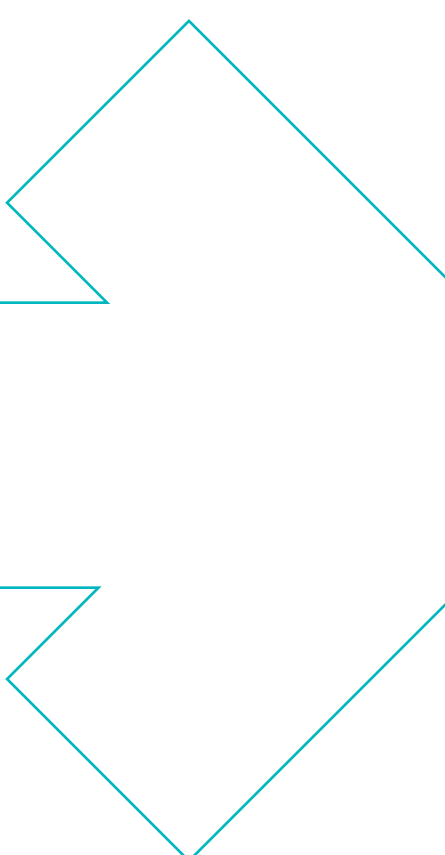
This is also a rare opportunity to explore the industry beyond your own agency; to visit agencies large and small, creative and media. It's an opportunity to build relationships and friendships with your peers. Ours is a relationship business, and these friendships can prove lifelong. We hope you enjoy the course and look for ways to apply your learnings in your roles. Just being on the course is a signal that your agency rates you and wants to invest in your growth, so grab the opportunity with gusto.

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# A word from this year's course curator and facilitator, Dan Fastnedge

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Hello and welcome to the Advertising Foundations Course of 2024! I'm Dan, an ad dad (advertising lecturer) and former art director, and I'm thrilled to embark on this journey with you.

Starting out in advertising, I remember the thrill mixed with a touch of intimidation—deciphering the endless TLAs (three-letter acronyms) thrown around by CDs, CMOs, and CEOs felt like learning a new language. Here in our Foundations course, we'll demystify these terms and dive deep into the roles that make up New Zealand's vibrant advertising scene. You'll meet industry leaders who are eager to share not just their knowledge but also inspirational and successful examples of great work.

Our course is designed not just to teach but to inspire. You'll tackle assignments that challenge your strategic, creative, and critical thinking—essential tools in your advertising toolkit. More importantly, the connections you forge here—from teamwork to mentorships—will influence your career long after this course ends.

I can't wait to see the energy you bring to this course and to watch you grow, not just as advertising practitioners, but as the next innovators of our industry.

Let's get started and make this a fantastic year!

Cheers,  
Dan

A handwritten signature in black ink, appearing to read 'Dan Fastnedge', written in a cursive style.

# Key People

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## **Dan Fastnedge**

Dan Fastnedge is an advertising and brand creativity lecturer at Auckland University of Technology. Prior to his academic career, Dan spent a decade as an art director in the vibrant advertising scenes of Auckland and London. During this time, he worked at well-known agencies such as Proximity, M&C Saatchi, Draft FCB, Wunderman, and Ogilvy, on iconic brands like Microsoft, Ford, TVNZ, and Viagra.

Dan's creativity has not only earned him recognition locally and internationally, with accolades from D&AD, Caples, and AXIS, but it has also instilled in him a profound belief in the transformative power of creativity. He views creativity as a potent tool for marketers, a catalyst for thought-provoking debates, and a catalyst for positive societal change. However, he understands that true innovation arises from genuine human insights, supported by strategic brilliance, crafted with unwavering passion, and delivered with precision.

In addition to his teaching role, Dan is an active researcher in the advertising domain. His recent research endeavours encompass AI image generation and podcasting. He is also completing a Masters degree that delves into the realm of controversial advertising.

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## **Lisa Motteram**

Lisa started her advertising career in London moving to New Zealand in 2006. Over a course of many years Lisa has worked on brands big and small, brand and retail in international and independent agencies, accumulating a wealth of industry knowledge. She is thrilled to now have the opportunity to bring that experience to the Comms Council to run Training and Development for the industry. Harnessing the knowledge and experience of leaders across the industry, Lisa delivers courses aimed at all stages of experience and growth.

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## **Mia Spake**

Mia started with the Comms Council in February of this year. She recently graduated with a Bachelor of Arts and Commerce, Majoring in Psychology and Marketing at the University of Otago and has loved getting involved in the Advertising world.

Working closely with Lisa, she is your go-to person for anything related to Foundations. Don't hesitate to reach out to Mia for any inquires or assistance.

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# Module 1

## History and Context

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**This introductory session explores what we do and why we exist as an industry. We learn about the role creative and media agencies play in creating competitive advantages for brands. How creativity can change people's attitudes, behaviours and relationships with brands. The session will also define media's role as a critical lever in the marketing mix, its history, rapid evolution, the big exciting trends and how increasing understanding of human behaviour has helped to unlock its power and make it one of the most exciting and progressive industries in the world.**

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### SPEAKERS:



**Zoe Alden**  
Lead Business Partner  
Special

Zoe is Lead Business Partner at Special heading up Kiwibank and Entain – the group holding company for TAB NZ and Australian brands Ladbrokes and neds. Prior to joining Special, Zoe was Lead Business Partner at DDB for 17 years where she has led some of NZ's largest and most iconic brands including McDonald's, Lotto, Vodafone and AA Insurance.

Throughout her career Zoe has been drawn to businesses that are behemoths by nature, largely because they are so susceptible to radical information which is something Zoe is passionate about. A more apt job title would probably be 'change agent', leading complex projects and high performing teams in the pursuit of ideas that transform businesses. It's a role where you've got to love swimming in the seas of ambiguity, even when the water is less than tepid.



**Lee-Ann Morris**  
CEO  
MBM

Lee-Ann joined MBM as CEO in February 2022 and is excited about working with some of New Zealand's leading brands (Z, Xero, TradeMe, Whittakers to name a few). Originally from South Africa, her first decade in Media was forged in the immersion of FMCG in the UK, with Unilever, Johnson & Johnson and Procter & Gamble. Lee-Ann spent the next decade working with many of New Zealand's leading brands (Fonterra, Vodafone, Spark & ANZ, etc.) and agencies.

While her career highlights-reel includes some of the best in class brands and global agencies, Lee-Ann is keen to focus on the fundamentals. She brings an energy and optimism to her work that reflect her faith in talent. "My first priority is people; attracting and retaining great talent. It's easy to get excited about our industry when you have some of the brightest minds in the business in your cohort."



# Module 2 & 3

## Brand and Culture

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**This module looks at the importance of brands, and how to create, build and maintain a success brand. We then look at the importance of cultural competence and the impact it has on our lives, business and the brands we create.**

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### SPEAKERS:



**David McIndoe**  
Chief Strategy Officer  
Saatchi & Saatchi

David has led the strategic charge at Saatchi & Saatchi since 2016. Previously part of the Saatchi family, he has found his way home after successful years with DDB and TBWA. From his early days studying Economics and Psychology he started his career in market research focusing on global strategic projects for Diageo and HP. Strategically David is a champion of culturally driven brand development and communication strategies that create real commercial value through long-term platforms and aligned marketing programs.

Much of his strategic career has been focused on large institutional brands particularly those in banking, telecommunications and automotive. He has over 16 years in bank marketing experience working with ASB, ANZ and Westpac both in New Zealand and Australia.



**Kātene Durie-Doherty**  
Kaitaunaki Māori  
(Head of Māori)

Kātene Durie-Doherty, Ngāti Porou, Ngāti Kauwhata, Kāi Tahu, Rongowhakaata, Rangitāne, Ngāti Raukawa.

Kātene Durie is the Kaitaunaki Māori (Head of Māori culture) at Motion Sickness. In his capacity as Kaitaunaki Māori, Durie is responsible for leading the agency's efforts to integrate Māori culture into their work, with a focus on ensuring that their approach is sensitive, inclusive, and respectful to the indigenous culture of Aotearoa. Working closely with the agency's creative and strategy teams, Durie provides guidance and insights on how to effectively integrate Māori culture into advertising campaigns. He also collaborates with clients to develop culturally relevant and meaningful advertising that aligns with their values and resonates with the Māori community.

# Module 4

## Media and Digital

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**This module covers the role of media agencies and how they operate in today's market. We explore emerging trends and platforms and the impact of digital on the advertising and media landscape.**

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### SPEAKERS:



#### **James Davidson**

GM of Planning  
PHD

James is the GM of Planning at PHD. He has over 18 years' experience across media strategy & planning across a wide range of clients and categories. James prides himself on his ability to simplify complexity, helping distil strategies into actionable plans, and championing the 'magic' within media planning.



#### **Sahri Thomson**

Digital Strategist  
PHD

With over 12 years' experience in digital marketing across all channels with specialist understanding of social platforms and capabilities. Sahri worked in both the NZ on local brands and in the UK on Global brands across a wide range of industries, including government. In her role of Digital Strategist, she bridges the gap between strategy and digital in order to harness the power and potential of digital media for clients.



# Module 5

## The Power of Earned Marketing

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**This module will explore how you can use third party influence to drive business and marketing objectives using a mixture of Public Relations, Experiences, Partnerships, Influence and Advocacy.**

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### SPEAKERS:



#### **Chloe Leuschke**

Managing Partner  
Mango Communications  
Aotearoa

Chloe has close to 20 years of experience working for top PR agencies in Sydney, the UK and New Zealand. She's been with leading full-service PR agency, Mango Communications, for 7 years – including maternity breaks for her two gorgeous girls.

As Managing Partner of Mango, Chloe is responsible for leading a team of more than 20 to deliver clever integrated comms campaigns – across media relations, social and experiential – for an enviable list of clients including Samsung, Booking.com, Nestlé, Google, Specsavers, Ngāti Whātua Ōrākei, Lion and The Warehouse. Chloe's role is to ensure the agency is delivering insightful thinking, bold creativity and excellent implementation so client brands are impossible to ignore.



#### **Brianna Elder**

Managing Partner  
Mango Communications  
Aotearoa

Brianna is currently Managing Partner at Mango Communications, having spent the last 20 years honing her skills across the full spectrum of communication disciplines. She has worked in both agency and in-house, consumer and corporate, issues management and strategy development, experiential and publicity management.

She has played an instrumental role in delivering award winning work for Mango's clients over the last six years and currently leads the McDonald's and New Balance accounts as well as managing the agency's fast growing experiential offering.

Brianna is a champion of delivering award winning work through clever ideas, seamless execution and impeccable client service.

# Module 6

## The Art and Science of the Brief

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**What is the purpose of a good brief, and how do we find and utilise insights? How does the strategy and proposition feed in to the brief and how do we get creatives and clients really excited?**

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### SPEAKERS:



#### **David (DT) Thomason**

**Brand Planner and  
Advertising Strategist**

DT led Strategy at FCB NZ for 13 years, driving the agency's brand and integrated 'Behaviour Change' approach and developing brand and advertising strategy for leading New Zealand businesses such as PAK'nSAVE, Mitre 10 and Mercury - along with numerous government campaigns. In 2019 FCB won most creative agency at the AXIS awards, most awarded agency for media at the beacon awards, and most effective agency at the Effie awards.

Since 2020 DT has worked as an independent Brand and Communications Strategist with clients including New Zealand Post, Turners Cars, Woop and NZI Insurance.



#### **Carl Sarney**

**Head of Strategy  
TRA**

Carl heads up TRA's strategy team who combine specialist knowledge of culture, human behaviour and marketing strategy to take insight into effective plans for action.

Carl has worked in the marketing insights industry for over 20 years, including international qualitative research, and 7 years at FCB New Zealand as a communications strategist prior to heading up the TRA strategy team in 2018. Carl is grateful to be making a living from creative thinking that solves big problems. His work has been recognised with several gold wins at local and international advertising effectiveness awards.

# Module 7

## Creative. Finding the idea and how to sell it

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How does the magic happen? This module covers how the creatives work with the brief, and how they can be best supported to generate an outcome that is both creatively distinctive and fulfils the client's needs.

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### SPEAKERS:



**Peter Vegas**

CCO  
FCB

Peter Vegas is the co-executive Creative Director at FCB and he's been practicing the dark arts of advertising for over 30 years. In that time he has made penguins waterski, helped teach dogs to drive cars and an Octopus to use a camera. Peter's work, with and without animals has been awarded at the world's fanciest advertising shows including Cannes, One Show, AWARD, D&AD. When not engaged in the ongoing battle to capture the attention of consumers, Peter writes books and spends time wondering why bios are always written in the 3rd person.



**Paul Wilson**

CEO  
FCB

Paul is a highly experienced and awarded agency leader with over 25 year's experience advising some of NZ's most famous and trusted brands including Toyota, My Food Bag, ASB, NZ Olympic Committee, Fonterra, Tui Brewery and Heineken NZ. As Managing Director of Saatchi & Saatchi he was creating iconic award winning work like Tui Beer Plumber & Tui Catch a Million right through to the recent highly awarded Toyota Hilux campaign.

Paul's experience spans brand, sponsorship, retail and data driven work across multiple categories from financial services to automotive, from FMCG through to global tourism. He's passionate about developing and nurturing a healthy, inclusive workplace culture to drive creativity, collaboration and growth.

Oh and he's got lots of sneakers... like lots.

# Module 8

## How to Run an Agency and a Client's Perspective

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Learn what it takes to actually run an agency, how does it tick, how does it make money? We look at the importance of revenue generation and managing profitably and discover how you can become a financial hero.

We then hear from the most important perspective – that of the client. What everyday challenges do they face, and what constitutes a great agency/client relationship.

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### SPEAKERS:



**Ally Young**  
Spark Game Arena  
Lead (Agile)  
Spark New Zealand

A marketer with a passion for technology, Ally currently leads out the newly created gaming brand for Spark called Spark Game Arena. After graduating with a BSc Sport Science, Ally quickly moved from sales to sports marketing, relocating to the USA for triathlon brand Bluseventy, and the start-up nutrition brand nuun. After moving back to NZ, she discovered an ardour for technology after finding herself at Vodafone NZ, which led to brand leadership at Spark.

In 2018, Ally led Spark's low-cost brand Skinny through a successful rebrand, resulting in an instant increase in profitability and winning a Global Grand Effie in 2022 and 11 Cannes Lions in 2023. In 2024, Skinny's campaign 'Phone It In' was awarded the #1 media campaign in the world by the research agency WARC.

In 2022, Ally was named NZ's Most Effective Marketer and in 2023 was awarded the global One Show CMO Pencil.



**Simon Lendrum**  
CEO  
Comms Council

Simon has worked in agencies since joining BMP DDB London in 1995. He ran J. Walter Thompson in New Zealand for nine years, during which time he oversaw the acquisition of two agencies. He was President of the Comms Council in 2014 and 2015, and joined as CEO in 2022. He has curated and now delivers the Comms Council Finance Course which is the result of his decades of experience in account management and agency management.

# Module 9

## Client Relationship Management

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The main driver of this module is to think creatively around the many aspects of business relationships and learn how to best evaluate and manage client expectations.

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### SPEAKERS:



**Kate Lines**  
Head of Business  
Management  
DDB

Kate has worked in advertising for over 20 years, in both NZ and London. She's worked for many leading Advertising Agencies – from Saatchi & Saatchi Wellington in the late 90's, to Saatchi & Saatchi London, then back to NZ for a long stint at Colenso BBDO and then FCB. Kate joined DDB as a Lead Business Partner in 2016.

Kate has worked across almost all major categories including Automotive, Telecommunications, FMCG, Financial Services & Home Improvement. Helping build brands across NZ such as Whittaker's, BMW, Whiskers, Anchor, BNZ, Mitre 10 and currently at DDB on Lotto NZ and AA Insurance. Kate is equally at home with brand as she is with retail and takes a truly holistic approach to helping growing clients' business.



**Thinza Mon**  
Planning Director  
DDB

Thinza has spent the last 20 years of her career honing her skills as a brand strategist, communications specialist and consumer advocate. She started her career as a qualitative researcher at Focus Research, getting a solid grounding in brand diagnostics and consumer understanding. Thinza has since crafted her profession as a strategist at Saatchi & Saatchi NZ, DDB Aotearoa and independent agencies across a variety of accounts that run the spectrum from FMCG, Retail, Consumer Durables to Consumer Services.

Working on businesses like Frucor Beverages, Tip Top, TVNZ, Telecom, NZRU, Coca-Cola Oceania, Bendon Group, NZ Lotteries, SKY, Heinz-Watties, The Warehouse Group, Cadbury, McDonald's, Vodafone, AA Insurance, KidsCan, Sealord, CCA and New World to name a few, has given Thinza a real insight into the ideas that genuinely connect with New Zealanders and drive growth.

Thinza's passion for the work that makes a real impact on the consumer is something she champions in her current role at DDB Aotearoa. Winning a Best in Show and Sustained Success Gold at the NZ Effie Awards are two of her career highlights.

# Module 10

## Responsible Advertising

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**This module is designed to help you understand what it takes to be a responsible marketer and a responsible advertiser. We look at the tools available to help you advertise effectively and self regulate in an ever changing media environment. We then review the complaints process, why they are made and what best practice looks like so you can avoid them.**

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### SPEAKERS:



**Lindsay Mouat**

CEO  
ANZA

Lindsay is Chief Executive of ANZA (the Association of New Zealand Advertisers). In that role he is an advocate for companies advertising across all media, engaged in issues as diverse as industry self-regulation, brand safety and audience measurement.

A career marketer, Lindsay worked for Glaxo and Fletcher Challenge before an extensive career with Unilever where he was New Zealand Director and an Executive Director on the Unilever Australasia Board. At Unilever he had the opportunity to work with many iconic consumer brands including Dove, Lynx, Persil and Streets.

Lindsay is the advertiser representative on the Advertising Standards Authority's Governance Board, also serving on the ASA's Codes Committee. Something of a tennis tragic, Lindsay is Deputy-Chair of Tennis New Zealand.



**Hilary Souter**

CEO  
ASA

Hilary Souter is the Chief Executive of the Advertising Standards Authority (ASA) and an expert in advertising standards. She has spent over 25 years working in the wider media industry on a range of issues to support responsible advertising.

Hilary manages the process to set advertising standards for all ads in all media and runs the secretariat that annually processes around 2000 enquiries and complaints.

Hilary is a guest lecturer on advertising standards at New Zealand universities and gives regular presentations to both domestic and international audiences on the value of self-regulation.



# Module 11

## Agency Leader Forum

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In this final session participants have the privilege of hearing from a group of highly accomplished industry leaders and put questions to them as a group. This year's group will share the advice they most value, and their experience and expectations as agency and industry leaders (think about what you'd like to ask this esteemed group; these opportunities do not come along often).

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### SPEAKERS:



#### **Sam Stuchbury**

ECD and Founder - Motion Sickness

Motion Sickness won three agency of the year titles for 2023 and are ranked #1 in NZ on Campaign Brief - and are fast making a global name for themselves for their disruptive approach. Sam finished 2023 ranked number #1 Executive Creative Director in the WORLD on best ads. He also was awarded young creative leader and young business leader of the year for 2023 by Campaign Asia. Their clients include brands such as Whānau Ora, Frank Energy, multiple Government departments, including Fire and Emergency NZ.



#### **Priya Patel**

CEO - DDB AOTEAROA

Priya Patel joined DDB Aotearoa in 2021 to lead the agency group in New Zealand after three years as Managing Director of DDB Sydney. Over the last 27 years, Priya has helped shape some of the world's biggest and best brands in the UK, Australia, and New Zealand. This includes Cannes, D&AD and Effie's award-winning work on businesses such as McDonald's, Volkswagen, Marks and Spencer, Vodafone, Virgin Atlantic and the BBC. Priya has a proven track record of bringing out the best in a business. Since her arrival three years ago, DDB Aotearoa has won 20 new clients, picked up 6 Agency of Year awards and delivered some of the country's most loved campaigns.

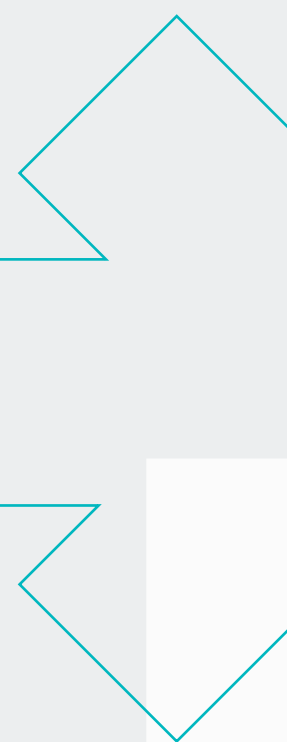


#### **Rufus Chuter**

Managing Partner - Together

Rufus is Managing Partner and co-founder of independent media agency Together, and Chair of Comms Council's Media Committee. Prior to launching Together Rufus has held leadership positions at FCB, MEC and Starcom during his 22-year career as media planner, strategist, and agency leader. His work has been recognised at every major global award show, he has been named the top media planner in Australia and New Zealand and the most awarded planning director in the world by the Big Won report.

# Introducing this year's Foundations of Advertising and Media Class



This year's cohort represent 12 agencies from across the agency ecosystem. Your diverse and talented cohort derives from a range of disciplines; media and digital assistants, planners, PR, and account execs – all in their first couple of years in the industry. As you gain a greater understanding of the industry as a whole, you are likely to develop a broader perspective and be able to identify opportunities for collaboration and synergy across different departments. We're looking forward to seeing how you apply your learnings in the assignments but also how achieving a greater understanding of all aspects of the industry can have a direct impact on your role and set you up for success in your future career.

# Meet the Class of 2024



Coco Scott-Howman  
OMD  
Media Assistant



Sylvie Porter  
FCB  
Account Executive



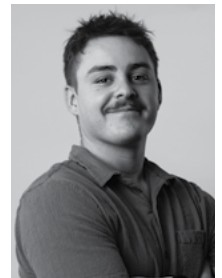
Freya Champion  
Special  
Business Executive



Tylah Palalagi  
MBM  
Media Assistant



Erica Shen  
OMD  
Activation Assistant



Angus Kay  
FCB  
Senior Account  
Executive - Media



Ellie Nicholson  
Eleven PR  
PR Executive



Karma Gyeltshen  
OMD  
Media Assistant



Ella Newell  
MBM  
Junior Planner Buyer



Rupert Phillips  
FCB  
Account Executive -  
Media



Hannah Martin  
OMD  
Media Assistant



Pranesh Patel  
True  
Business Coordinator



Nina Richardson  
Special  
Business Executive



Keela Grant  
OMD Christchurch  
Media Assistant



Rozina Tangaroa  
Niche Media  
Community Liason  
Officer



Victoria Jones  
OMD  
Media Assistant



Logan Marshall  
Special  
Business Executive



Travanna Graham  
MBM  
Media Executive



Lilly Baird  
OMD  
Media Assistant



Jo Tang  
FCB  
AdOps Executive



Cecilia Gardner  
Dentsu  
Ad Ops Executive



Louis Rutherford  
VML  
Account Coordinator



Shivangi Chawla  
OMD  
Programmatic  
Assistant



Caitlin Price  
FCB  
Account Executive



Kiera Sartain  
Calibre + Candor  
Media Assistant



Hope Pyne  
OMD  
TV Investment  
Assistant



Cherri-Lyn Lomax-  
Morris  
Dentsu  
Business Executive



Annalida Jaeger  
Bastion Amplify  
PR & Social Business  
Executive



Olivia Dennis  
MBM  
Media Assistant



Briana Herbert  
FCB  
Account Executive  
Media



Anastasiia Aksiuta  
Lasso  
Media Account  
Executive



Aaron Barnes  
MBM  
Junior Planner Buyer



Joe Taylor  
FCB  
Investment Executive  
Media



Holly Zhang  
OMD  
Activation Assistant



Milly Tooman  
FCB  
Account Executive



Lorenzo Veaila  
Dentsu  
Digital Coordinator



Madi Naylor-Ford  
VML  
Account Manager



Olivia Pugh  
Spark Foundry  
Media Assistant



Tahlee Reynolds  
oOh!media  
Office Manager

# Key Information

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The calendar on the right shows the full course schedule, but weekly reminders will be sent out each week for the upcoming week's venue.

If you are not able to make a session it is essential that you contact Lisa Motteram and notify her in advance:  
lisa@commsCouncil.nz or 021 614 004

Pizzas and soft drinks will be served from 3.50pm so please arrive on time to grab a bite. Presentations will commence at 4.00pm.

The venues will be kept available to you from 6.00–6.30pm each Tuesday so that you can continue to meet and work in your groups after each session.

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## Assignment

In this course you are tasked with an assignment. The purpose of which is to allow you to immerse yourself in a given topic, practice and apply what you have learnt and then demonstrate your skills and knowledge in a real world situation.

The assignment is broken into four sections and you will work in groups to deliver the task. A separate assignment guide is provided.

## Certification

On completion of the course students will receive a certificate of either merit or distinction.

There will also be awards presented for best assignment submission and best presentation.





# 2024 Calendar

DATE	TIME	MODULE / ASSIGNMENT	CONTENT	VENUE
<b>Tue 4 Jun</b>	4.00pm - 6.30pm	Opening Function - Course Details	Meet the class of 2024	Viaduct Yacht Club
<b>Tue 11 Jun</b>	4.00pm - 6.30pm	Module 1	History and Context	Special
<b>Tue 18 Jun</b>	4.00pm - 6.30pm	Module 2 & 3	Brand and Culture	Saatchi and Saatchi
<b>Tue 25 Jun</b>	4.00pm - 6.30pm	Module 4	Media and Digital	PHD
<b>Tue 2 Jul</b>	4.00pm - 6.30pm	Module 5	The Power of Earned Marketing	Mango
<b>Tue 9 Jul</b>	BREAK			
<b>Tue 16 Jul</b>	5.00pm - 7.00pm	Work in progress and assignment feedback	Presentation of assignments by participants. 10 minutes each	Comms Council
<b>Tue 23 Jul</b>	4.00pm - 6.30pm	Module 6	The Art & Science of the Brief	The Tuesday Club
<b>Tue 30 Jul</b>	4.00pm - 6.30pm	Module 7	Creative. Finding the idea and how to sell it.	FCB
<b>Tue 6 Aug</b>	4.00pm - 6.30pm	Module 8	How to run an agency and a client's perspective	OMD
<b>Tue 13 Aug</b>	4.00pm - 6.30pm	Module 9	Client Relationship Management	DDB
<b>Tue 20 Aug</b>	4.00pm - 6.30pm	Module 10	Responsible Advertising	Dentsu
<b>Tue 27 Aug</b>	BREAK			
<b>Tue 3 Sep</b>	4.00pm - 6.00pm	Module 11	Agency Leader Forum	Viaduct Yacht Club
<b>Tue 10 Sep</b>	5.00pm - 9.00pm	Final presentation of assignments by participants	All assignments to be sent to the Comms Council - full details provided	The Annex 10 Madden St

If you are not able to make a session it is essential that you contact Lisa Motteram and notify her in advance:

**[lisa@commscouncil.nz](mailto:lisa@commscouncil.nz)**  
**021 614 004**





# Next Steps

