

Level 3

Strategic Planning Lab

In a world of over-supply and under-demand, strategy is essential to winning in the market place today. Demystify the word strategy and gain all the tools you need to plan effective strategic communications to add value to your clients' business.

Taking on a new format in 2024 this interactive course provides a strong grounding in the core concepts that underpin effective strategic thinking in today's communications market. Led by Rupert Price, Chief Strategy Officer, DDB, the course draws on the vast array of industry specialists bringing the most up to date theory and practice to life in an inspiring learning environment.

Who is this qualification for?

Mid to senior account managers, planners, media or digital managers.

Learning outcomes

- An understanding of how brands really achieve growth
- Getting to grips with situation analysis and the effective use of market research
- Master the use of targeting and segmentation to your strategic advantage
- Use insights to develop a compelling brand positioning
- Understand what makes compelling effective creative ideas that deliver to a strategy
- Develop a communications strategy that influences consumers in the most effective moments
- Understand how to set meaningful objectives and evaluate campaign effectiveness

How is the qualification delivered and assessed?

- 3 non-consecutive days in a workshop format
- Presentations and Q&A sessions delivered by industry leaders
- Panel discussions with industry experts
- A live brief assignment judged by a senior marketing specialist
- Workshops and presentations
- Downloadable PDF's for follow up reading

Dates / Booking deadlines

Course dates: 2 May, 16 May, 30 May 2024
Booking deadline: 15 March 2024

Price

\$1,900 + GST members
\$2,500 + GST non members