



ANA TRAINING

Quickstart Guide for Your Half-Day Workshop Benefit

HELPING YOU TO MAXIMIZE
YOUR MARKETING EFFECTIVENESS,
EFFICIENCY, AND ROI

ana.net/learn // training@ana.net

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Your Half-Day Workshop Benefit

This members-only benefit makes it fast and easy to build the effectiveness and efficiency of your team. Choose from a range of training workshops designed to accommodate the hectic schedules of busy marketers.

THREE STEPS

- 1.** Select your half-day benefit workshop.
- 2.** Complete the Workshop Brief and Agreement form.
- 3.** Talk to your instructor.

Step One: Select Your Workshop

By leveraging instructors with real-world experience and extensive industry knowledge, our training offers the right mix of best practices, frameworks, theory, case study, and practical interactive exercises to maximize your marketing effectiveness, efficiency, and ROI.

Each half-day workshop lasts up to four hours and delivers learning built on a standard program that is focused on your needs and priorities.

To get started, select a workshop from the list:

Bold = Workshops specific to Brand Activation and B-to-B marketers

Marketplace Strategy and Planning

- + B-to-C Aligning Marketing and Sales
- + Multicultural Sprint Planning
- + Strategic Customer-Centric Marketing
- + **Breaking Through the Noise with Influencer Marketing**

Brand-Building

- + Brand-Building with Customer Insights
- + Brand-Building with Positioning and Activation
- + **Brand Activations that Drive Results**

Customer Centricity

- + Principles of B-to-C Customer-Centric Marketing
- + **Principles of B-to-B Customer-Centric Marketing**
- + From Insights to Great Messaging
- + **Journey Mapping Your Customer Experience Design**

Agency Relations

- + Essentials of Highly Effective Agency Management
- + Briefing for Success

Marketing and Media Communications

- + Integrated Marketing Around the Decision Journey
- + **B-to-B Integrated Marketing Communications**
- + The Essentials of Digital Media Strategy
- + End-to-End Digital Marketing
- + **B-to-B High Impact Demand Generation**
- + Digital Metrics that Matter
- + Harnessing the Power of Programmatic
- + The Social Business
- + Leveraging Social Media for Brand Building
- + Practical Strategies to Effective Mobile Marketing
- + **Build a Strategic Content Marketing Framework**

Marketing Accountability

- + Procurement Beyond Savings

Business Skills for Marketers

- + Effective Writing for Corporate Communications
- + Post-Modern Customer Communications
- + Presentation Writing to Convey, Compel, and Convince

The half-day workshop is available to ANA members whose dues are current. The benefit may not be transferred to another company. Each ANA member company is entitled to one half-day workshop per membership year. ANA associate members receive the half-day benefit every two years.

Step Two: Complete the Workshop Agreement

To use your company's half-day onsite workshop training benefit, you must have the approval of your company's primary point of contact with the ANA. This person is called the ANA Member Rep. If you are not the ANA Member Rep for your company, you will need to get this person's approval before you can proceed.

Not sure who your Member Rep is? We can find out for you — just send us an email at training@ana.net.

Once approval is secured, complete the ANA [2017 Workshop Brief and Agreement](#) to activate your half-day training benefit.

In addition to providing you with policies that need your agreement, this document allows you to identify which workshop you've selected, give some detail to the instructor on why this workshop is important for your team, and supply any logistical information to the ANA.

Once you complete the online form, the ANA will reach out to set up a time for you to discuss the workshop with your instructor.

Step Three: Talk to Your Instructor

Once an agreement is received, your ANA training manager will reach out with any follow-up questions and to schedule a call with your workshop instructor.

This call is our chance to learn more about what you're looking for so we can tailor the workshop to better meet your needs and help you achieve your business goals. Workshops may also be customized for an incremental fee. (For more on customization, see the [FAQ section](#).)

Half-Day Workshop Descriptions

The ANA has 28 half-day workshops to choose from.

DETAILS ON WORKSHOP AVAILABILITY

- All workshops are subject to instructor availability.
- Each half-day workshop, unless otherwise noted, may be extended to a full day for an incremental fee.
- If an instructor is not available to lead your workshop, the ANA will provide you with an alternate instructor, who will deliver similar content.
- If no instructor is available, the ANA will work with you to secure a suitable workshop alternative.

B-to-C Aligning Marketing and Sales

Leveraging insights to build your competitive advantage

DESCRIPTION

Marketing and sales alignment offer the single greatest opportunity for improving business performance. In this workshop, you will learn how to coordinate marketing and sales objectives, strategies, activities, and goals. Using discussions and exercises, you will uncover the causes of misalignment, define terms to improve communication, create actionable processes and improvement plans, and you will discover how to eliminate misalignment going forward.

WHO IS THIS WORKSHOP FOR?

- Individual contributors, first-line and mid-level managers in marketing, and those in sales who want to help gain greater alignment
- Managers who are assuming marketing or sales responsibilities for the first time, and those managers already in a marketing or sales capacity but without significant experience

WORKSHOP BENEFITS

As a result of this workshop, you will be better able to:

- Increase marketing effectiveness in driving corporate success
- Understand sales' needs and why they want less wasteful marketing
- Gain a competitive advantage driven by improved alignment and doing more of what matters to sales

WORKSHOP INSTRUCTOR



Mitchell Goozé

Mitchell Goozé is a principal at the Customer Manufacturing Group, a leading marketing and sales process management consultancy.

Interested in this workshop?

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Multicultural Sprint Planning

Three steps to building your multicultural plan

DESCRIPTION

Sprint planning dives into the process of working through strategically important plan elements to jumpstart your holistic multicultural plan. Collectively, the components make up the Multicultural Edge Planning Framework, including brand positioning across multicultural segments, strategic planning, Total Market Plan goal setting, and initial plan activation.

This is an excerpt of the ANA full-day workshop "Multicultural Edge: Leveraging Multicultural Innovation to Grow Your Brand."

WHO IS THIS WORKSHOP FOR?

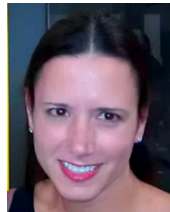
- Marketers and other business professionals who have already begun marketing to multicultural consumers
- General marketers and those with specific responsibility for multicultural groups

WORKSHOP BENEFITS

As a result of this workshop, you will be better able to:

- Optimize your advertising efforts by utilizing multicultural brand positioning tools
- Align your multicultural efforts to create strategic synergy with your Total Market Plan
- Use a multicultural strategy and budget builders to begin developing your own activation plan

WORKSHOP INSTRUCTOR



Kathryn Martinez

Kathryn Martinez is president and CEO of Avalon. She is an expert on multicultural consumer groups in the U.S.

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Strategic Customer-Centric Marketing

DESCRIPTION

This interactive workshop teaches you effective approaches to marketing strategy that enable your brand to set itself up for success. Through focused exercises, you and your team will master a best practice strategic marketing framework that helps you to deliver powerful customer-centric marketing. This “WHO WHAT HOW” framework works for any marketing initiative, giving you a disciplined process you may use over and over again.

This is an excerpt of the ANA full-day workshop “Strategic Customer-Centric Marketing.”

WHO IS THIS WORKSHOP FOR?

- Mid-level managers or director-level brand marketers who are looking to become more customer focused
- Mid-level manager or director-level researchers or customer insight leaders who are looking to understand more effective ways to identify, understand, and analyze target audiences and make strategic choices about them
- This workshop can be tailored to any marketing level where the marketers are building campaign communications to B-to-C or B-to-B audiences

WORKSHOP BENEFITS

As a result of this workshop, you will be better able to:

- See what is and what isn’t an insight and use that understanding to learn more about your target audience
- Generate powerful insights that drive effective creative
- Drive communications that are on strategy and aligned with your customer needs as they go from consideration, to purchase, and on to advocacy

WORKSHOP INSTRUCTORS

This workshop is delivered by one of the following instructors from Noetic Consulting, a marketing and advertising consultancy based in Washington, D.C.



[Nancie Ruder](#)

Nancie Ruder is the president and founder of Noetic Consulting.



[Lauren Stradley](#)

Lauren Stradley is a senior strategy consultant at Noetic Consulting.

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Breaking Through the Noise with Influencer Marketing

DESCRIPTION

This workshop, led by an industry expert with 20 years of experience and an acknowledged social media thought leader since 2009, helps you get started with influencer marketing — or take your influencer marketing to the next level. You'll learn insights and best practices on the latest successful influencer marketing strategies, and find out how to navigate through the legal implications of partnering with influencers to grow your brand.

WHO IS THIS WORKSHOP FOR?

- Marketing executives and professionals that want to be well versed in the influencer marketing landscape
- Those who want to gain a current understanding of the influencer marketing opportunity for their brands

WORKSHOP BENEFITS

As a result of this workshop, you will be better able to:

- Find influencer marketing opportunities for your brand that yield a positive ROI
- Cut through the clutter and identify the right influencers for your brand
- Understand the contract/negotiation process for a smooth rollout of your outreach program and/or collaborations
- Improve marketing ROI by setting influencer marketing budgets and expectations that are aligned with marketing and sales goals

WORKSHOP INSTRUCTOR



[Trina Albus](#)

Trina Albus is the founder of MAGENTA AGENCY, the social marketing agency for beauty brands, and has more than 20 years of experience in digital media.

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Brand-Building with Customer Insights

DESCRIPTION

To remain relevant, your brand needs a steady influx of customer insight and analysis. In this workshop, you will apply knowledge learned to your company's brand through the use of effective tools that develop and refresh your segmentation as well as help you to improve the emotional connection between your brand(s) and your customers. This workshop is as engaging, informative, and instructive as it is fun.

This is an excerpt of the ANA full-day workshop "Art and Science of Brand Building: Driving Business Overnight and Your Brand Over Time."

WHO IS THIS WORKSHOP FOR?

- All experience levels, especially those new to marketing who will find this a great introduction to key essentials
- Those with more experience will expand their knowledge with the insights gained from case histories and group work

WORKSHOP BENEFITS

As a result of this workshop, you will be better able to:

- Arrive at insights and ideas that move your business forward, gaining a deeper understanding of how to build your brand equity
- Use a powerful new toolset to better understand your customers and build your brand
- Improve marketing ROI by gaining insights to help establish brand activation based on spoken and unspoken customer needs

WORKSHOP INSTRUCTOR



[Ed Faruolo](#)

Ed Faruolo is the founder of VitaLincs, a consultancy that helps its clients increase their appeal within the markets they serve.

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Brand-Building with Positioning and Activation

DESCRIPTION

This workshop focuses on the importance of having a disciplined process around competitive analysis, brand analysis, and decision journey mapping to help you build brand assets that align with your customers' needs and grow your brand equity. It breaks down the key components of brand building in a way that will engage you, build your knowledge, and help establish a unique and ownable position in the marketplace.

This is an excerpt of the ANA full-day workshop "Art and Science of Brand Building: Driving Business Overnight and Your Brand Over Time."

WHO IS THIS WORKSHOP FOR?

- All experience levels, especially those new to marketing who will find this a great introduction to key essentials
- Those with more experience will expand their knowledge with the insights gained via case histories and group work

WORKSHOP BENEFITS

As a result of this workshop, you will be better able to:

- Increase marketing effectiveness through insights and ideas that move your business forward
- Increase marketing efficiency by using a new toolset to build brand assets and customer experience
- Improve ROI by aligning your brand assets and brand experience with specific expectations and measurable outcomes

WORKSHOP INSTRUCTOR



[Ed Faruolo](#)

Ed Faruolo is the founder of VitaLincs, a consultancy that helps its clients increase their appeal within the markets they serve.

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Brand Activations that Drive Results

DESCRIPTION

Marketers are under increasing pressure to deliver “buzz” — sharable consumer experiences and sales through brand activations. In this workshop, you will learn about some of the most essential and effective methods for bringing your brand to life and delighting your consumers. These include promotions, experiences, events, sponsorships, and influencer marketing. You’ll uncover the core principles of each discipline and learn best practices for implementing an activation plan in your business.

This is an excerpt of the ANA full-day workshop “[Bringing Your Brand to Life](#).”

WHO IS THIS WORKSHOP FOR?

- Marketers at all levels who want to go beyond traditional marketing
- Those looking for practical instruction on best practice brand activation

WORKSHOP BENEFITS

As a result of this workshop, you will be better able to:

- Meaningfully engage your consumers and increase brand loyalty
- Stand out from the crowd and create brand experiences for your consumers
- Increase marketing efficiency by employing best practices in the brand activation space
- Optimize investments in promotions, partnerships, sponsorships, events, etc.
- Increase the range of marketing options to build the brand and achieve long-term brand loyalty through sustained engagement

WORKSHOP INSTRUCTOR



[Simon Bradley](#)

Simon Bradley is a senior marketing leader and founder of Simon Bradley Marketing, a consultancy focused on helping marketing organizations solve their business challenges.

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Principles of Customer-Centric Marketing

DESCRIPTION

Whether you're a B-to-C or business marketer, a focus on customer centricity is the key to succeeding in a complex marketplace. Led by a former CEO of several divisions of a Fortune 200 B-to-B company, this workshop shows you how to transform your company into a customer-centric organization. You will gain an understanding of the frameworks and techniques needed to execute consumer-centric strategies, and address your own customer-centric challenges.

The B-to-C version of this workshop is an excerpt of the ANA full-day workshop "[B-to-C Customer-Centric Marketing and Activation](#)."

The B-to-B version of this workshop is an excerpt of the ANA full-day workshop "[B-to-B Customer-Centric Marketing and Activation](#)."

WHO IS THIS WORKSHOP FOR?

- Individual contributors, first-line and mid-level managers in marketing and those in engineering, R&D, operations, finance, product development, etc., who need more understanding of how to be more customer-centric based on real insights
- Managers who are assuming marketing responsibilities for the first time, and those managers already in a marketing capacity but without significant experience

WORKSHOP BENEFITS

As a result of this workshop, you will be better able to:

- Truly understand what it means to be customer-centric as opposed to just talking about it
- Focus your marketing efforts on what matters to your customer
- Increase marketing efficiency by eliminating wasteful, non-customer-centric marketing efforts
- Improve marketing ROI by doing more of what matters to the customer

WORKSHOP INSTRUCTOR



[Mitchell Goozé](#)

Mitchell Goozé is a principal at the Customer Manufacturing Group, a leading marketing and sales process management consultancy.

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From Insights to Great Messaging

Insights' critical role in breakthrough communications

DESCRIPTION

Real and impactful customer insights can dramatically improve your chances for successful marketing communications. This highly engaging and interactive workshop will teach you how to differentiate real insights from fake ones; how insights are discovered through a detailed understanding of your target audience; and how creative ideas are based on insights. You'll leave with actionable concepts that can be immediately applied to real-time marketing situations.

This is an excerpt of the ANA full-day workshop "From Insights to a Great Marketing Mix."

WHO IS THIS WORKSHOP FOR?

- Appropriate for all marketing levels
- Marketers involved in brand management and building, marketing communications, and product/service innovation
- Those being considered for rotation into a marketing role and/or those who work extensively with marketing: e.g., market research, field sales, public relations, etc.

WORKSHOP BENEFITS

As a result of this workshop, you will be better able to:

- Go beyond data/information to discover actual customer insights
- Ensure insights are truly insights versus merely data points, needs, and/or wants
- Understand an insight's impact on the entire marketing mix
- Advance the critical role that a detailed target audience description plays in insight discovery
- Use insights to guide marketing communications and communication processes
- Maximize the creative briefing process with tight briefs containing real insights

WORKSHOP INSTRUCTOR



Roderick M. McNealy

Roderick M. McNealy is principal at McNealy Advanced Communications, which provides insight-driven, customer-focused marketing solutions.

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Journey Mapping Your Customer Experience Design

DESCRIPTION

More than any other factor, your brand's customer experience will determine whether you thrive and profit or struggle and fade.

In this workshop, you will learn the essential skill of journey mapping, which is the foundation of all differentiated customer experience design. Participants will learn from best-in-class examples and hands-on journey mapping exercises. Everyone will leave with actionable strategies to improve the customer experience.

This is an excerpt of the ANA full-day workshop "[Building Differentiation Through Customer Experience Design](#)."

WHO IS THIS WORKSHOP FOR?

- Those who want a step-by-step approach to journey mapping
- Both B-to-B and B-to-C marketers with the authority to initiate change across their organization and for those responsible for realizing results

WORKSHOP BENEFITS

As a result of this workshop, you will be better able to:

- Determine which attributes customers most value and how to develop a high-level customer journey
- Increase marketing efficiency by understanding different touchpoints of the customer journey
- Improve customer retention by learning how to measure and manage customer loyalty and ways to reduce defection

WORKSHOP INSTRUCTOR



[Stan Phelps](#)

Stan Phelps is the founder of and chief measurement officer at 9 INCH. SAP named him a Top 60 Customer Experience Influencer.

Interested in this workshop?

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Essentials of Highly Effective Agency Management

Frameworks, best practices, tools, and more for optimizing your agency partnerships

DESCRIPTION

This workshop provides the frameworks, best practices, and tools you need to inspire your agency to develop great work. It will also teach you the principles of working with your agency partners in order to ensure your processes are streamlined and cost effective.

Led by a seasoned consultant with more than 30 years of experience, this highly interactive and hands-on workshop will guide you through the most important agency relationship subject areas. The skills learned will position you to play a key role in the day-to-day management of your agency partners.

This is an excerpt of the ANA full-day workshop “End-to-End Highly Effective Agency Management.”

WHO IS THIS WORKSHOP FOR?

- Marketing directors, all levels of brand managers, social media directors and managers, and marketing services directors and managers
- Procurement directors and managers who work with marketing agencies will also find this workshop extremely insightful and actionable

WORKSHOP BENEFITS

As a result of this workshop, you will be better able to:

- Motivate your agency partners to develop excellent work
- Write agency briefs that are clear and inspirational
- Optimize processes to reduce costs and wasteful miscommunications
- Inspire agency partners to develop powerful creative that drives KPIs
- Improve employee alignment and collaboration by ensuring that your marketing team is consistent in how they engage with your agency partners

WORKSHOP INSTRUCTOR



Dan Wald

Dan Wald is an associate partner at Joanne Davis Consulting. He has experience on both the client and agency side and has been involved in hundreds of reviews across multiple industries.

Interested in this workshop?

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Briefing for Success

Best practices in client-side brief writing and evaluation of the agency-side creative brief

DESCRIPTION

ANA studies show that what agencies need most is active collaboration and a more relevant, insightful client-side brief.

This workshop gives you vital skills for effective client-side brief writing and agency creative brief assessment. In this workshop you will learn to understand industry best practices for providing an actionable client-side brief, and you will learn how to assess and provide effective feedback to the agency's creative brief before creative goes into production.

This is an excerpt of the ANA full-day workshop "Optimizing the Creative Process."

WHO IS THIS WORKSHOP FOR?

- Those who want to learn how to write a best practice client-side brief, provide best practice feedback to the agency's creative brief, and inspire creative teams
- Those new to the brief process and seasoned professionals looking for a refresher
- Client-side marketers who work with either an external and/or internal creative team

WORKSHOP BENEFITS

As a result of this workshop, you will be better able to:

- Improve collaboration by aligning on creative direction prior to initiating creative development
- Increase marketing efficiency by decreasing rounds of creative revisions through better upfront strategic alignment
- Increase employee satisfaction by reducing agency and agency staff turnover through clear, insightful, inspiring briefs

WORKSHOP INSTRUCTOR



Dina Shapiro

Dina Shapiro is the founder of Yorkville Consulting. She has more than 20 years of marketing experience.

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Integrated Marketing Around the Decision Journey

DESCRIPTION

Lack of insight into the customer's decision-making process leads to missed opportunities and marketing inefficiency. This workshop will show you how to strengthen your customer-focused integrated campaigns. It focuses on three critical mapping elements: stages, touchpoints, and messaging. You will see examples of how companies use insightful customer decision journey mapping to grow their brands.

This is an excerpt of the ANA full-day workshop "Integrated Marketing Around the Decision Journey."

WHO IS THIS WORKSHOP FOR?

- Individuals responsible for managing marketing communications and the customer experience, who are or will become decision-makers
- Those who want to learn how to develop customer-focused, insight-driven integrated campaigns to enhance the user experience

WORKSHOP BENEFITS

As a result of this workshop, you will be better able to:

- Focus on the customer mindset to develop insight-driven personas, improving the customer experience across decision journey stages
- Strategically focus on customer-relevant touchpoints to align messaging across the decision journey
- Improve employee alignment and collaboration by breaking down silos and working across disciplines to focus on the customer and create an integrated brand experience

WORKSHOP INSTRUCTOR



Dina Shapiro

Dina Shapiro is the founder of Yorkville Consulting. She has more than 20 years of marketing experience.

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B-to-B Integrated Marketing Communications

Increase impact through integrated marketing communications

DESCRIPTION

Business marketing and communications are more challenging than ever. To be most effective, campaigns should include integrated marketing communication strategies and tactics that are well orchestrated with selected media and messaging. This workshop focuses on a B-to-B strategic approach that will help you to better integrate and manage marketing communications to increase sales of products and services. You will learn to develop end-to-end integration strategies and tactics that help move customers to make a purchase decision.

This is an excerpt of the ANA full-day workshop "[B-to-B Integrated Marketing Communications](#)."

Interested in this workshop?

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WHO IS THIS WORKSHOP FOR?

- B-to-B marketing managers, communications managers, and others who are, or will be, decision-makers in marketing, communications, PR, ads, digital or other media, and trade shows
- Those in B-to-B who want to learn integration and content marketing best practices that result in customer communications that help to build business

WORKSHOP BENEFITS

As a result of this workshop, you will be better able to:

- Overcome organizational barriers and external forces that complicate development of effective marketing communications
- Grasp customer needs by mapping their buying decision-making process and identifying customer touchpoints
- Improve marketing efficiency by using cross-functional teams in your integrated marketing and communication programs
- Improve employee alignment and collaboration through a strategic approach to B-to-B integrated marketing communications that reduces silos and builds coordination across staff members

WORKSHOP INSTRUCTOR



[Vin Hoey](#)

Previously a global marketing communications manager for ExxonMobil Chemical Co., Vin Hoey is the managing director of Strategic-4sight and an adjunct professor at Southern Methodist University.

The Essentials of Digital Media Strategy

DESCRIPTION

Rapid advancements in digital technology have forced marketers to deal with a chaotic landscape that's made making media decisions increasingly complex.

Through the use of selective real-life examples, exercises, tools, and Q&A sessions, this workshop will help marketers navigate that chaos and guide how they approach media planning, media buying, and brand marketing strategies for digital.

This workshop is an excerpt of the ANA full-day workshop "[The Marketer's Path to Digital Media Excellence.](#)"

WHO IS THIS WORKSHOP FOR?

- Executives participating in digital media program development and decision-making who want to better understand how to apply digital media
- Marketers, along with other marketing-related and support personnel, who want to increase their knowledge of current digital media topics

WORKSHOP BENEFITS

As a result of this workshop, you will be better able to:

- Appreciate that optimal use of digital media, similar to offline media, is an extension of brand marketing strategy
- Filter through the wide array of digital media offerings and lock onto the ones that will make the biggest difference to your brand

WORKSHOP INSTRUCTOR



[Steve Palmisano](#)

Steve Palmisano is the founder of AdElevate. He brings a long history of driving strong brands in both general and multicultural markets.

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End-to-End Digital Marketing

Launch more powerful digital programs to build brands and drive sales

DESCRIPTION

A good online strategy unites all the moving parts that comprise a consumer's digital journey and path to purchase. It enables all of the channels, technologies, and components of online marketing to guide your target audience into your organization's sales funnel and lasting brand embrace.

In this workshop, Harry J. Gold, CEO of Overdrive Interactive, walks through the practical steps and best practices that organizations need to successfully launch a digital marketing platform. It includes real case studies as well as tactics and ideas that your company can start using right away.

This is an excerpt of the ANA full-day workshop "[End-to-End Digital Marketing](#)."

WHO IS THIS WORKSHOP FOR?

- Marketers who want to wrap their heads around all of the moving parts that comprise digital marketing
- Those who want to add power and potential to their current online platforms, channels, and campaigns

WORKSHOP BENEFITS

As a result of this workshop, you will be better able to:

- Increase marketing effectiveness by thinking digitally about the customer journey, experience, and relationship, and be more conversant and confident when it comes to online marketing
- Organize complex digital marketing strategies into easy-to-understand visual renderings teams can rally around
- Increase marketing efficiency through improved understanding of major paid online media categories including search, display, native, social, video, programmatic, mobile, and more
- Plan, launch, manage, and track digital programs that yield measurable ROI

WORKSHOP INSTRUCTOR



[Harry J. Gold](#)

Harry J. Gold is the founder and CEO of Overdrive Interactive, an award-winning digital marketing firm. He is a lecturer on search engine marketing, social media marketing, and online media.

Interested in this workshop?

[Get started on your 2017 Workshop Brief and Agreement](#)

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B-to-B High Impact Digital Demand Generation

Strategies and tactics to optimize the customer journey and drive higher ROI

DESCRIPTION

A great demand generation strategy allows you to reach targeted intenders with a solid layer of account-based marketing (ABM). It enables all the channels, technologies, and components of digital marketing to guide your target audience through your organization's sales funnel and brand experience.

In this workshop, you will learn the practical steps, tactics, core technologies, and best practices to successfully launch a demand generation program. It will include strategies and tactics that your company can start using right away and case studies that show those tactics in action.

This is an excerpt of the ANA full-day workshop "[B-to-B High Impact Digital Demand Generation.](#)"

WHO IS THIS WORKSHOP FOR?

- B-to-B marketing teams who want to fill their sales funnels with the influencers and decision-makers who can use and buy their products
- Teams who want to be more confident and conversant on the myriad of tactics and technologies they need to drive targeted web traffic, capture qualified leads, and convert those leads into sales

WORKSHOP BENEFITS

As a result of this workshop, you will be better able to:

- Increase marketing effectiveness by creating thought leadership content your target audience will value, consume, and share
- Use the critical ingredients of successful inbound marketing and account-based marketing programs
- Organize complex digital marketing strategies, technologies, and channels into easy-to-understand visual renderings teams can rally around
- Improve marketing ROI by understanding how to plan, launch, manage, and track online lead generation programs that yield measurable ROI

WORKSHOP INSTRUCTOR



[Harry J. Gold](#)

Harry J. Gold is the founder and CEO of Overdrive Interactive, an award-winning digital marketing firm. He is a lecturer on search engine marketing, social media marketing, and online media.

Interested in this workshop?

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Digital Metrics that Matter

How to hit your business goals by focusing on the digital metrics that matter

DESCRIPTION

Led by a growth mentor from the Techstars startup accelerator program, this workshop guides you through the One Metric that Matters process, from understanding the right key performance indicators for your business model and lifecycle to rolling out the data-driven measurement structure that gets your entire team aligned around how to drive business results. Quite simply, this course will help you to be a better professional marketer with the ability to demonstrate the value of your campaigns.

WHO IS THIS WORKSHOP FOR?

- Anyone who is involved in tracking the digital performance of their business
- Teams that are looking to optimize their efforts and increase results through data-driven decisions
- Those seeking a great introduction or a refresher into the new world of performance metrics

WORKSHOP BENEFITS

As a result of this workshop, you will be better able to:

- Find the one metric that will help your team make the right business decisions
- Develop your skills in data frameworks, analytics tools, and tracking industry benchmarks
- Improve marketing ROI by inspiring and planning action that gets your team working on the right tasks for your business

WORKSHOP INSTRUCTOR



[Jim Huffman](#)

Jim Huffman is the co-founder and CEO at Growthhit, a consultancy that helps companies better understand and implement best-practice principles of technical marketing.

Interested in this workshop?

[Get started on your 2017 Workshop Brief and Agreement](#)

GO

Harnessing the Power of Programmatic

What you need to know to capitalize on programmatic's potential

DESCRIPTION

During this highly interactive workshop you will overcome hurdles as we demystify how programmatic works and help you develop a roadmap to make programmatic work for your organization.

You will gain a greater understanding of the components of the programmatic ecosystem, including trading desks, demand-side platforms, supply-side platforms, data management platforms, and exchanges. You will also learn the different types of programmatic buying and forms of data and improve your ability to help protect against concerns such as transparency, fraud, and viewability.

WHO IS THIS WORKSHOP FOR?

- Anyone in a marketing organization who does not have advanced knowledge of programmatic operations, advantages, disadvantages, best practices, and related issues such as fraud and visibility
- Middle to senior marketers in marketing and media, digital strategy, procurement/finance and legal, and research/analytics

WORKSHOP BENEFITS

As a result of this workshop, you will be better able to:

- Evaluate programmatic buying and consider its impact on your business
- Stay on top of changes and trends as programmatic continues to evolve
- See how executing programmatic is different from executing a standard digital buy
- Increase operational efficiencies and targeting capabilities and set up safeguards to protect against common concerns
- Improve marketing ROI by using programmatic to improve your online targeting capabilities
- Differentiate between performance-based ROI and brand awareness ROI

WORKSHOP INSTRUCTOR



[Matt Prohaska](#)

Matt Prohaska is the CEO and principal at Prohaska Consulting, a multi-disciplined firm that helps publishers, brands, and agencies drive revenue and reduce costs.

Interested in this workshop?

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The Social Business

Optimizing the use of social platforms to drive business results

DESCRIPTION

This workshop focuses on helping you to optimize your social business. You and your team will gain insight and skill on how to use the right platforms, at the right time, to reach your target audience and maximize the likelihood that they will purchase your products and/or services.

All modules in this workshop are designed to be current with examples of customer-centric and business-centric social media best practices. This workshop is fast-paced with ample opportunities for participation and interaction.

This is an excerpt of the ANA full-day workshop "The Social Business."

WHO IS THIS WORKSHOP FOR?

- Marketing and communication teams who want to optimize their social business
- Non-marketing professionals who want a better understanding of the ways social media is used to drive business results
- This workshop can be adjusted to accommodate the needs of social business beginner or advanced teams. Mixed experience groups can be accommodated but workshop emphasis must be focused on one experience "level"

WORKSHOP BENEFITS

As a result of this workshop, you will be better able to:

- Increase marketing effectiveness by ensuring your social business strategy is integrated into your overall brand strategy
- Create more effective connections with your customers, helping you to make effective use of social media for more focused and meaningful engagement
- Improve your overall social strategy through various digital executions
- Approach your social media strategy as a content strategy for a better impact across both traditional and digital channels

WORKSHOP INSTRUCTOR



Nicole Ames

Nicole Ames created Twist IMC, a consultancy that helps corporations implement best-practice principles of integrated marketing and social media.

Interested in this workshop?

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Leveraging Social Media for Brand Building

DESCRIPTION

Led by an industry expert with 20 years of experience and an acknowledged social media thought leader since 2009, this workshop will take you and your brand's social media presence to the next level. This workshop provides insights and best practices on the latest updates and features of the most widely used social marketing platforms. Finally, you will learn content planning strategies, the latest on advertising features, and analytics that will help you to measure the impact of your social media efforts.

WHO IS THIS WORKSHOP FOR?

- Marketing executives and professionals that want to be well versed in the social media landscape
- Marketers that want to gain a current understanding of the social media opportunity for their brands

WORKSHOP BENEFITS

As a result of this workshop, you will be better able to:

- Adjust your social tactics to reflect recent platform changes
- Increase brand awareness and engagement with target customers
- Increase marketing efficiency by seeing how to optimize your social media presence

WORKSHOP INSTRUCTOR



[Trina Albus](#)

Trina Albus is the founder of MAGENTA AGENCY, the social marketing agency for beauty brands, and has more than 20 years of experience in digital media.

Interested in this workshop?

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GO

Practical Strategies to Effective Mobile Marketing

DESCRIPTION

This workshop teaches what it takes to place mobile and connectivity at the heart of an organization's marketing efforts. It provides practical mobile marketing how-to tips and techniques. In addition, participants will gain insight that will help them prepare for the market trends that are reshaping the practice of marketing.

After completing this workshop, participants will better understand mobile marketing and how to immediately begin (or improve) applying mobile to their own marketing initiatives.

WHO IS THIS WORKSHOP FOR?

- Individual marketers and corporate marketing teams that are looking to immediately begin applying mobile marketing to their business
- Marketers engaged in both strategy and tactical implementation that want a well-rounded foundation in all areas of marketing

WORKSHOP BENEFITS

As a result of this workshop, you will be better able to:

- Strategically consider the appropriate use of mobile within your marketing mix
- Understand the mobile consumer and think with a mobile-first mindset
- Incorporate mobile into the customer journey
- Create a strong mobile presence
- Develop a strategic framework that identifies the role mobile plays in a business to better connect, engage, and serve your customers
- Engage and influence consumers on mobile and to achieve measurable business results

WORKSHOP INSTRUCTOR



[Michael Becker](#)

Michael Becker is the co-founder and managing partner of mCordis, where he advises clients on marketing, positioning, and content strategy.

Interested in this workshop?

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GO

Build a Strategic Content Marketing Framework

Four best practices to strengthen your content marketing

DESCRIPTION

In this workshop, you will use four best practices to build a solid, strategic framework of best practices for your content marketing. During this hands-on workshop, you will create a framework to make your content marketing even more strategic and effective.

Whether you're just starting up or elevating content marketing to the next level, this workshop will help you build a strong and solid foundation that improves your results.

This is an excerpt of the ANA full-day workshop "[Fast Forward Your Content Marketing.](#)"

WHO IS THIS WORKSHOP FOR?

- Marketing leaders, marketers, content creators, and internal clients
- Those who need a solid, strategic framework for content marketing

WORKSHOP BENEFITS

As a result of this workshop, you will be better able to:

- Improve marketing effectiveness by telling your company's story with a clear, concise, compelling, consistent message that breaks through
- Audit content competitively so you can outflank and outsmart competitors
- Improve marketing efficiency by creating a content marketing mission statement to guide content creators
- Build a one-page content marketing strategy to align content with the needs of the business

WORKSHOP INSTRUCTOR



[George Stenitzer](#)

George Stenitzer founded Crystal Clear Communications in 2014 to create inventive answers to marketing challenges. *BtoB* magazine twice named him a Best Marketer.

Interested in this workshop?

[Get started on your 2017 Workshop Brief and Agreement](#)

GO

Procurement Beyond Savings

Navigate the complexities of marketing procurement

DESCRIPTION

Procurement leaders are playing an increasingly important role in governing the purchasing of marketing-related services. The goal of this workshop is to provide participants with the skills and insight required to explore the efficiencies of agency management in order to create cost savings, higher ROI, and better value from their advertising expenditures. In this workshop, you will gain a clearer understanding of corporate and advertising procurement strategy development.

WHO IS THIS WORKSHOP FOR?

- Purchasing and supply professionals with operational responsibility for procurement as well as senior managers and budget-holders with accountability for implementing procurement
- Those new to purchasing who want the tools and techniques to ensure effective expenditure of company and organization budgets

WORKSHOP BENEFITS

As a result of this workshop, you will be better able to:

- Apply best practices on strategic sourcing of marketing investments to improve the expenditure of budgets
- Use insights into approaches used by strategy consulting firms to help identify, prioritize, and capture opportunities
- Improve marketing ROI by defining key objectives of purchasing and the opportunities it creates for adding real value to the bottom line

WORKSHOP INSTRUCTOR



[Brett Colbert](#)

Brett Colbert is the chief procurement officer at MDC Partners, a business transformation organization. He has more than 15 years of experience in executive management at both advertising and media agencies.

Interested in this workshop?

[Get started on your 2017 Workshop Brief and Agreement](#)

GO

Effective Writing for Corporate Communications

DESCRIPTION

Great corporate communications engages your customers and makes them want to engage with your brand.

In this workshop, you will learn about the key aspects you need to know to develop effective corporate communications, including writing styles and voice, speaking like your audience, a best in class approval process, and more.

This is an excerpt of the ANA full-day workshop “Effective Writing for Corporate Communications.”

WHO IS THIS WORKSHOP FOR?

- Everyone in your marketing group, from the actual writers to your marketers, strategists, and senior management
- Those who need to understand how customers are engaging with brands and communicating about them

WORKSHOP BENEFITS

As a result of this workshop, you will be better able to:

- Communicate with customers in their voice, putting customer benefits in the front of your message
- Clearly see the ways marketing communication is changing
- Show all team members how to communicate in the same voice, reducing the number of rewrites, revisions, and spontaneous “strategy discussions”
- Get marketers and creatives aligned toward the same objectives

WORKSHOP INSTRUCTOR



Steve Lance

Steve Lance is a partner at PS Insights. His background as a copywriter and creative director includes a full range of advertising campaigns. He is a three-time Emmy Award winner.

Interested in this workshop?

[Get started on your 2017 Workshop Brief and Agreement](#)

GO

Post-Modern Customer Communications

Understanding how to write for the new audience and new platforms

DESCRIPTION

The way people process information is changing. There is a new mix of post-modern English you never learned in school: memes, icons, emojis, abbreviations, and visuals.

This workshop teaches the key aspects you must be aware of to communicate effectively in this new language: new writing and new spelling, the shift to visual communications, the new syntax and voices. You'll come away with the additional tools to stay in tune with your customers and markets.

This is an excerpt of the ANA full-day workshop "Post-Modern Customer Communications."

WHO IS THIS WORKSHOP FOR?

- Everyone in your marketing group, from the actual writers to your marketers, strategists, and senior management
- Those who need to understand how customers are engaging with brands and communicating about them

WORKSHOP BENEFITS

As a result of this workshop, you will be better able to:

- Communicate with customers in their voice
- Get more engagement with your brand across all platforms
- Clearly see the ways marketing communication is changing
- Generate better messaging for email and social media platforms
- Leverage messaging through retweets, reposts, and social media buzz
- Improve employee alignment and collaboration by showing all team members how to communicate in the same voice
- Reduce the number of rewrites, revisions, and spontaneous "strategy discussions"
- Get marketers and creatives aligned toward the same objectives

WORKSHOP INSTRUCTOR



Steve Lance

Steve Lance is a partner at PS Insights. His background as a copywriter and creative director includes a full range of advertising campaigns. He is a three-time Emmy Award winner.

Interested in this workshop?
[Get started on your 2017 Workshop Brief and Agreement](#)



Presentation Writing to Convey, Compel, and Convince

DESCRIPTION

Presentations are an essential feature of business. Whether it's a presentation to colleagues, clients, or other stakeholders, marketers need to present ideas in ways that move their audience — and the business — forward.

In this highly interactive, hands-on workshop, participants will build confidence and learn to write effective and engaging presentations using the structured 3 Cs approach, which helps presenters to convey, compel, and convince their audience of their ideas.

This is an excerpt of the ANA full-day workshop "Presentation Writing and Delivery to Convey, Compel, and Convince."

WHO IS THIS WORKSHOP FOR?

- Anyone who needs to learn how to develop presentations that effectively persuade an audience

WORKSHOP BENEFITS

As a result of this workshop, you will be better able to:

- Approach the writing of presentations in a structured way
- Convince your audience of your ideas in a single presentation
- Sell ideas to external audiences more effectively
- Convey information through compelling points that convince key stakeholders

WORKSHOP INSTRUCTOR



Jonathan Holburt

Jonathan Holburt, founder of Holburt Consulting, helps clients with branding needs. He has worked with a number of Fortune 500 companies while employed at multinational ad agencies in Asia.

Interested in this workshop?

[Get started on your 2017 Workshop Brief and Agreement](#)

GO

Training that Works for You

The ANA has a number of training options available to members. If your organization needs more than a half-day workshop, if you have individuals who need topic-specific training, or you don't know where to begin and want guidance, the ANA can help.

From complimentary regional workshops to competitively priced multiple-day custom solutions, the ANA has the right kind of additional training programs for you and your team.

- [Regional Training Workshops](#). Exclusive to ANA members and 100 percent complimentary, these single-day workshops, regularly offered in your area, are perfect for one or two team members.
- [Training On-Demand](#). New for 2017, a select number of our most popular workshop topics will be available online as a complimentary benefit to ANA members. These on-demand courses teach similar high-value content as our in-person workshops but on your time and at your pace.
- [Full-day and Multiple-day Onsite Training](#). Get your entire marketing team up to speed all at once. Our ANA instructor will come directly to you to help strengthen your effectiveness and efficiency.
- [Customized Solutions](#). Whether you want a customized workshop or full curriculum, our team has a proprietary system for developing a solution specific to your needs; we'll even assess weak spots you may not be aware of.

For help with any of these additional training benefit options, please contact your ANA training specialist for more information at training@ana.net.

Frequently Asked Questions

Q. What types of training does the ANA provide?

The ANA offers three training options:

1. On-site team training workshops: Half-day, full-day, or multiple-day training sessions brought to your office to train your team.
2. Regional Training: Open enrollment workshops for individuals. Registration is included with membership and open to all ANA members.
3. On-demand training: Key topics available on your time and at your own pace

Q. Can I exchange my training benefit for a different ANA event?

No, your half-day training benefit is non-transferable, but you can use your half-day to help supplement the cost of a full-day or multiple-day training workshop.

Q. Is there a limit to how many workshops our team can choose?

There is no limit to the number of workshops you can bring to your organization.

Q. What are my responsibilities for the successful execution of an ANA workshop?

While the ANA and your instructor handle most logistics, there are a few things you are responsible for that are the key to the success of your workshop. These include:

- Sending a workshop registration link to all participants
- Securing a room and all needed A/V equipment
- Any needed workshop supplies such as pads and pens
- Catering/refreshments if desired

Q. What are the out-of-pocket costs involved for any workshop?

For all ANA workshops, members are responsible for the instructor's T&E expenses. Additionally, full-day and multiple-day workshops have incremental tuition costs.

Q. Where can I find a list of all the half-day and full-day workshops you offer?

The complete [Course Catalog](#) is available on our website.

Q. I'm interested in a workshop but not ready to choose. Can I see an outline?

Sure! Please email training@ana.net to get in touch with your training contact.

Q. How far in advance must I plan to secure a workshop date?

Generally, workshops are scheduled six to eight weeks in advance. However, if you are looking to secure a specific date or to incorporate your training into another scheduled team event, such as a summit, then it is best to begin working with the ANA at least three months in advance.

Q. Is there a maximum number of attendees for each workshop?

We recommend no more than 30 attendees in a workshop.

Q. Once I complete the ANA's workshop agreement for a half-day workshop, is there a penalty for rescheduling or canceling?

If a workshop is canceled within 30 days of the training date, there is a \$1,000 cancellation fee, plus any non-refundable travel/out-of-pocket facilitator expenses. Please see the Workshop Brief and Agreement for the full cancellation policy.

Q. What happens after a workshop?

After the workshop takes place, the ANA will provide a survey to workshop attendees to help assess the team's development. If you'd like, the ANA can set up a debrief call to discuss the results of the survey with you.

Q. How is the training structured?

A half-day session is four hours with one to two short breaks. We can accommodate morning or afternoon start times. A full-day session is eight hours including a break for lunch and one to two short breaks.

Q. I need a course shorter than four hours. Is that possible?

Our workshops are designed to include at least a half-day of hands-on training content. We do not deliver lectures or keynote speeches onsite. Please feel free to contact training@ana.net if your group requires special accommodation.

Q. Can we customize our half-day onsite workshop?

All ANA workshops are tailored with the right balance of content, case studies, and exercises based on the input you provide. Tailoring typically requires no more than one to two hours of design and development work.

In cases where a member request will involve more than two hours of development work, there is a flat customization fee of \$2,000. Circumstances that trigger the fee include, but are not limited to, requests for new content, significant rearrangement of existing content, development of new case studies, integration of a member's unique process and procedures into the standard workshop, or extensive reviews and revisions of the standard content to accommodate desired changes. This customization fee may increase if a member's customization request requires more than eight hours of development work. If this is the case, the ANA will advise you of the fee before any work commences.

Q. Our team could benefit from a longer workshop. Can I use my training benefit for a full-day onsite workshop?

Yes, you can apply the half-day onsite benefit toward supplementing the cost of a full-day session. Please contact the ANA at training@ana.net to learn more about tuition for a full-day workshop.

Q. Does the ANA have any best practices to ensure a successful workshop?

In our experience, there are two key best practices to ensure a successful workshop:

1. Involvement of senior leadership. Some senior leaders are involved through the entire workshop process, and others choose to simply do a brief opening at the start of the training. Either way, the involvement of senior leadership helps set a productive tone for the session and increases the workshop's impact.
2. Communicate workshop expectations. Participants should understand why they have been invited to attend the training and what the objectives are.

Q. What makes ANA training unique?

Our hands-on training workshops are facilitated by marketing practitioners with deep experience across industries of varying sizes. Moreover, ANA workshops are infused with proprietary ANA insights and best practices.

Q. Who teaches ANA workshops?

Our faculty members are subject matter experts and industry practitioners. Our faculty members represent many parts of the marketing industry, including client-side consultants, agency-side experts, and academia. Please visit our [faculty page](#) to learn more.

Q. Can workshops include remote attendees?

Our workshops are designed for in-person participation. While remote attendance may be accommodated, it is not recommended.

Q. Can sessions be videotaped?

This is up to the discretion of the facilitator. Generally, there will be an intellectual property fee for videotaping, if an instructor allows it.

Q. If I want more help, who should I contact?

Please contact training@ana.net.

Contact Information

Our team is ready to help. Reach out today to get started.

Please email us at training@ana.net.

ana.net/learn