Marketing Training & Development Center

Quickstart Guide for Your Half-Day Workshop Benefit

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

ana.net/learn  |  training@ana.net

June 2020
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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

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:

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This half-day workshop is available to ANA members whose dues are current. This benefit may not be transferred to another company. Each ANA member company at the client-side benefits level are offered one half-day workshop per membership year. ANA members at the platinum and gold benefit tiers receive the half-day benefit in each second year of membership.
Creative Process and Briefs
- Briefing for Success
- Cascading Brief Design
- How to Write a Single-Minded Proposition
- Mastering an Effective Creative Review
- What An Inspired Creative Brief Looks Like

Agency Management
- Agency Review Essentials
- Build a Better Relationship with Your In-House Agency
- Effectively Manage Your Social Media and Content Production
- Essentials of Highly Effective Agency Management
- How to Optimize Your In-House Agency
- Managing Multiple Agencies
- Optimize Your Production Process and Spend
- Pitch to Win
- Procurement Beyond Savings
- The Strategic In-House Agency

Digital Marketing and Media Strategy
- Business-to-Business High-Impact Digital Demand Generation
- Digital Metrics that Matter
- End-to-End Digital Marketing
- The Essentials of Digital Media Strategy
- Harnessing the Power of Programmatic Buying
- Leveraging Social Media for Brand-Building
- Modern MarTech: Harnessing Technology to Enhance the Customer Journey
- Practical Strategies for Effective Mobile Marketing
- The Social Business

Data Measurement and Analytics
- Behind the Numbers: Applying Context to Digital Data and Creating Effective Reports
- Developing a Digital Analytics Strategy
- Persuading the C-Suite Using Effective Data Presentation Techniques
- Turning Digital Data into Decisions

Attribution
- Elevate Your Marketing Mix and Attribution Modeling

Team Effectiveness
- Critical Thinking for Marketing Success

Business Skills: Communication
- Effective Writing for Corporate Communications
- The Essentials of Public Speaking
- Post-Modern Customer Communications
- Presentation Writing to Convey, Compel, and Convince
- Strategies for Creative Problem-Solving
- The Neuroscience of Communication: How to Influence and Drive Business Results

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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 2019 Workshop Brief and Agreement to activate your half-day training benefit.

For Client-Side Marketers, complete your CSM agreement here.
For Marketing Service Providers and Agency members, complete your MSP agreement here.
If you need information on your membership classification, email training@ana.net.

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 followup 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 68 half-day workshop options 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.

NOTE: Many workshops are now available as Virtual Training. Please reach out to training@ana.net for more information.
**DESCRIPTION**

Create an account-based marketing (ABM) strategy that can truly affect your company and help to drive better ROI. Led by a growth mentor from the Techstars startup accelerator program, this workshop guides you through an optimal ABM strategy, from understanding the right stakeholders and user personas for targeting to rolling out a system that collects data to create a unique and compelling marketing strategy for an account.

**WHO IS THIS WORKSHOP FOR?**

- Anyone who is involved in any phase of the ABM process and strategy
- Teams who are looking to optimize their efforts and increase results through high-impact ABM tactics

**WORKSHOP BENEFITS**

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

- Use insights to develop ABM propositions and messages that work
- Develop skills in CRM, email outreach, and campaign tracking
- Make any ABM plan more focused, eliminating confusion

**WORKSHOP INSTRUCTOR**

**Jim Huffman**

Jim Huffman is the co-founder of 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 CSM Workshop Brief and Agreement
Get started on your MSP Workshop Brief and Agreement
MARKETPLACE STRATEGY AND INNOVATION

Aligning Marketing to Sales
Leveraging insights to build your competitive advantage

DESCRIPTION
Marketing and sales alignment offers 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 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?
Get started on your CSM Workshop Brief and Agreement
Get started on your MSP Workshop Brief and Agreement
Developing a Brand Portfolio Strategy

How to optimize a collection of brands to achieve business objectives

DESCRIPTION

Many companies struggle to answer the question of whether they are a branded house or a house of brands. This workshop will help you answer that question and determine your brand portfolio strategy. You will learn how to establish a long-term strategy for using brand assets in ways that optimize internal resources and maximize impact on your chosen markets. Led by a highly experienced consultant with more than 25 years of client-side and consultancy experience, this workshop will guide you through the process of defining your market map and identifying your optimal portfolio strategy.

Who is this workshop for?

This workshop is for mid- to senior-level brand marketers who face challenges with the existing structure of their brand portfolio architecture.

Attendees should have a clear understanding of the following:

• Their brand positioning in the market
• Their competitive positioning
• The presiding frames of reference for their brand category and the key dimensions or factors customers use in deciding on brands
• The scale or scope of each brand in their portfolio

If you or the team do not have these key requirements, our instructors can work with you to customize this workshop to meet your needs.

Workshop benefits

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

• Create market maps and optimize marketing efforts for improved marketing effectiveness
• Improve marketing efficiencies by allocating the right resources to the brands with the most potential for growth
• Maximize ROI by applying resources across your portfolio in a coordinated way that provides the most bang for your marketing buck
• Find new ways to synergize brands within your portfolio

Workshop instructor

Mitch Duckler

Mitch Duckler is a managing partner at FullSurge. He has more than 25 years of experience in line management, strategy consulting, leading complex engagements, and overseeing client relationships.
MARKETPLACE STRATEGY AND INNOVATION
Marketing in Turbulent Times

DESCRIPTION
In this workshop, participants will work through a seven-step framework for marketing effectively through a global event. The workshop facilitator will equip participants to succeed in the face of uncertainty.

WHO IS THIS WORKSHOP FOR?
• Marketers of all levels who are responsible for marketing planning, campaign execution, and brand health

WORKSHOP BENEFITS
As a result of this workshop, you will be better able to:
• Apply a customer empathy framework to craft successful marketing messaging
• Understand how global events affect both consumer and brand behavior
• Apply a seven-step framework to crafting a brand's crisis event response strategy

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.

Interested in this workshop?
Get started on your CSM Workshop Brief and Agreement
Get started on your MSP Workshop Brief and Agreement
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 of and CEO at Avalon. She is an expert on multicultural consumer groups in the U.S.

Interested in this workshop?
Get started on your CSM Workshop Brief and Agreement
Get started on your MSP Workshop Brief and Agreement
DESCRIPTION
This interactive workshop teaches effective approaches to marketing strategy that enables participating teams to master a best practice strategic marketing framework that supports the delivery of powerful customer-centric marketing, using focused exercises to build skills and provides best in-class marketing examples. Program content has been developed through extensive work with major benchmark organizations across industries and was developed with the Global Marketing Community in mind.

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 marketers
• Brand marketers who are looking to become more customer focused within their role
• Researchers or customer insight leads looking to understand more effective ways to identify, understand, and analyze target audiences and make strategic choices about them

WORKSHOP BENEFITS
As a result of this workshop, you will be better able to:
• Generate powerful insights that drive effective creative
• Quantitative importance of both dissatisfied and satisfied customers
• Focus the entire organization on the strategic importance of customer centricity

WORKSHOP INSTRUCTOR
Mary Czarnecki
Mary Czarnecki is a marketing and business strategist with 20 years’ experience in brand management, marketing strategy, and business development with companies such as WebMD and Johnson & Johnson.

Interested in this workshop?
Get started on your CSM Workshop Brief and Agreement
Get started on your MSP Workshop Brief and Agreement
Word-of-Mouth Marketing

DESCRIPTION
One human behavior persists through all change and is as old as recorded history: people trust recommendations from people. Word-of-mouth marketing (WOMM) seeks to tap into the essential power of recommendation, and a WOMM strategy may be your key to achieving breakthrough results for your brand. This engaging and interactive course, led by a WOMM expert and pioneer, is packed with individual and team exercises, creative examples of success, and case histories.

This is an excerpt of the ANA full-day workshop “Achieving Breakthrough Results with Word-of-Mouth Marketing.”

WHO IS THIS WORKSHOP FOR?
• The workshop is designed for mid- to senior-level managers involved in marketing and advertising strategy. It is a great introduction for those looking for inspiration and solutions beyond common techniques.
• IMPORTANT: Due to federal regulations, this workshop is not for pharmaceutical marketers who distribute prescription drug brands. This workshop is suitable for OTC brands.

WORKSHOP BENEFITS
As a result of this workshop, you will be better able to:
• Leverage WOMM strategies that can work for your business today
• Create word-of-mouth activations even in companies with small budgets
• Understand why WOMM is the essential replacement for many traditional ad forms, direct marketing, and even social media
• Apply relevant techniques for creating conversations that spread and convert

WORKSHOP INSTRUCTOR
Ted Wright
Ted Wright is the CEO at Fizz, a global leader in word-of-mouth marketing. He is a 20-year marketing veteran and an alumnus of Booz Allen Hamilton.

Interested in this workshop?
Get started on your CSM Workshop Brief and Agreement
Get started on your MSP Workshop Brief and Agreement

ana.net/learn
Agile Marketing for Marketers

DESCRIPTION
Great marketing results from a successful collaboration of numerous personnel spanning different groups and agencies within an organization. Enabling successful collaboration within an organization is at the forefront of our Agile Marketing for Marketers workshop. Agile marketing places a premium on team communication, customer collaboration, and the willingness to make changes throughout the process. In this course, you will learn the principles, processes, and tools that make up Agile marketing and how to tailor them to work within your organization.

WHO IS THIS WORKSHOP FOR?
• This workshop is open for marketers at any level within an organization that develops and/or executes marketing campaigns.

WORKSHOP BENEFITS
As a result of this workshop, you will be better able to:
• Implement Agile marketing within your organization
• Identify the core values and relevant principles of Agile marketing and how this approach can work within your organization
• Determine and document clear and specific success metrics
• Empower teams to iterate quickly and not be afraid to fail

WORKSHOP INSTRUCTOR
Cord Silverstein
Cord Silverstein is an award-winning marketer, leader, coach and speaker with over 20 years of proven marketing expertise. He is passionate about Agile Marketing having led the training and integration of it for more than 50 different organizations.

Interested in this workshop?
Get started on your CSM Workshop Brief and Agreement
Get started on your MSP Workshop Brief and Agreement
DESCRIPTION
In this workshop, participants will work through a planning framework to help them market effectively in the post-COVID era. Based on experience leading global marketing teams through previous crises, the workshop facilitator will equip participants to succeed in the face of uncertain market conditions and retain and build customer loyalty.

WHO IS THIS WORKSHOP FOR?
• Marketers of all levels who are responsible for marketing planning, campaign execution, and brand health

WORKSHOP BENEFITS
As a result of this workshop, you will be better able to:
• Understand the key changes in customer behavior and the impact on your business
• Use strategic thinking to manage uncertainty
• Draft an actionable marketing plan using scenario-based planning techniques

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.

Interested in this workshop?
Get started on your CSM Workshop Brief and Agreement
Get started on your MSP Workshop Brief and Agreement
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 boost 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.

Interested in this workshop?
Get started on your CSM Workshop Brief and Agreement
Get started on your MSP Workshop Brief and Agreement
Integrated Marketing Execution for Effective Brand Management

DESCRIPTION
Most marketing teams find it challenging to execute their plan across multiple touchpoints in a way that is seamless for the customer.

This workshop is focused on the practicalities of integrated marketing execution. We will explore techniques for ensuring a joined-up approach across the organization, study examples of best practice and tools for measurement, and learn techniques for breaking down silos to drive results.

WHO IS THIS WORKSHOP FOR?
• Marketers at all levels who want to improve the effectiveness of their marketing planning and get greater impact from their investment.

WORKSHOP BENEFITS
As a result of this workshop, you will be better able to:
• Identify what integrated execution looks like and how it can be implemented
• Develop tactics that will work across multiple channels
• Take marketing beyond communication-based tactics and think about the broader customer experience

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.

Interested in this workshop?
Get started on your CSM Workshop Brief and Agreement
Get started on your MSP Workshop Brief and Agreement
Integrated Marketing Planning for Effective Brand Management

DESCRIPTION
In a digitally enabled world, it has never been more important to take a 360-degree approach to marketing planning. We can no longer rely purely on communications to deliver our brand story.

This interactive session is focused on helping marketers to develop truly integrated marketing plans that provide a seamless customer experience across key touchpoints and achieve long term value. We will look at your customer decision journey, undertake a touchpoint mapping exercise and then work on strategies that will deliver your brand promise effectively.

WHO IS THIS WORKSHOP FOR?
• Marketers at all levels who want to improve the effectiveness of their marketing planning and get greater impact from their investment.

WORKSHOP BENEFITS
As a result of this workshop, you will be better able to:
• Champion the voice of the customer across the organization
• Make the most of customer insights within the organization
• Deploy the RACI model to drive greater collaboration and internal focus

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.

Interested in this workshop?
Get started on your CSM Workshop Brief and Agreement
Get started on your MSP Workshop Brief and Agreement
From Insights to Great Messaging

Insights’ critical role in breakthrough communications

DESCRIPTION
Real and powerful 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: 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 and not 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.

Interested in this workshop?
Get started on your CSM Workshop Brief and Agreement
Get started on your MSP Workshop Brief and Agreement
CUSTOMER CENTRICITY

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 business and consumer 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?
Get started on your CSM Workshop Brief and Agreement
Get started on your MSP Workshop Brief and Agreement
Principles of Customer-Centric Marketing

**DESCRIPTION**

Whether you’re a consumer or business marketer, a focus on the customer is the key to succeeding in a complex marketplace. Led by a former CEO of several divisions of a Fortune 200 business-to-business 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 consumer version of this workshop is an excerpt of the ANA full-day workshop “Consumer Customer-Centric Marketing and Activation.”*

*The business version of this workshop is an excerpt of the ANA full-day workshop “Business-to-Business Customer-Centric Marketing and Activation.”*

**WHO IS THIS WORKSHOP FOR?**

- Individual contributors, first-line and mid-level managers in marketing, 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 is a principal at the Customer Manufacturing Group, a leading marketing and sales process management consultancy.

**Interested in this workshop?**

Get started on your CSM Workshop Brief and Agreement

Get started on your MSP Workshop Brief and Agreement
Beyond the Name Game

**DESCRIPTION**
Your brand, product, or service name is typically a target’s first introduction to your brand, but for many marketers, it’s often the last strategic consideration in the brand-building equation. The goal of this workshop is to show you how to use naming to establish differentiation and relevance, creating truly memorable and sticky names that will drive competitive advantage. This workshop will help you understand the complete naming process, trademarking and global linguistic evaluations, and how to launch more successful brand names.

**WHO IS THIS WORKSHOP FOR?**
- Corporate marketing professionals
- Product marketing professionals
- Trademark professionals
- Product development professionals
- Product management professionals

**WORKSHOP BENEFITS**
As a result of this workshop, you will be better able to:
- Create names that communicate a brand’s unique value proposition and tell its story
- Implement a naming process throughout the organization that drives marketing strategy
- Use naming to create competitive advantage in your field and drive better business results

**WORKSHOP INSTRUCTOR**
Natalie Ross
Natalie Ross is an ANA faculty member and a seasoned branding professional with both consulting and client-side experience with Fortune 500 companies. She singlehandedly built the first naming and product architecture strategy program for Visa’s commercial business worldwide.

Interested in this workshop?
Get started on your CSM Workshop Brief and Agreement
Get started on your MSP Workshop Brief and Agreement
BRAND-BUILDING

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 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.

Interested in this workshop?
Get started on your CSM Workshop Brief and Agreement
Get started on your MSP Workshop Brief and Agreement
BRAND-BUILDING

Brand-Building with Positioning and Activation

DESCRIPTION
This workshop focuses on the importance of having a disciplined process around competitive analysis, brand analysis, and mapping the decision journey to help you build brand assets that align with your customers’ needs and increase your brand equity. It breaks down the key components of brand-building in a way that will engage you, build your knowledge, and help you 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 from 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.

Interested in this workshop?
Get started on your CSM Workshop Brief and Agreement
Get started on your MSP Workshop Brief and Agreement
BUILDING A BRAND MANAGEMENT FRAMEWORK

DESCRIPTION
This workshop is designed to help marketers understand how to build a more effective brand, that will drive value and engage customers in long-term relationships. We’ll cover topics like how to manage your brand and how to develop a compelling brand promise and personality.

WHO IS THIS WORKSHOP FOR?
• Marketers who want to increase their understanding of creating a brand and bringing it to the marketplace as a strong consumer proposition.

WORKSHOP BENEFITS
As a result of this workshop, you will be better able to:
• Build a strong brand and drive value from it
• Understand how a brand can increase the impact of marketing campaigns and activations
• Drive greater customer lifetime value

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.

Interested in this workshop?
Get started on your CSM Workshop Brief and Agreement
Get started on your MSP Workshop Brief and Agreement
BRAND-BUILDING

Developing Actionable Customer Insights for Effective Brand Management

DESCRIPTION
The most effective marketing is built on a firm foundation of customer insight. True insight into our customers’ mindset means going beyond raw data and rational information to find the underlying emotional needs that drive behavior.

This workshop is designed to help marketers develop actionable insights that will drive successful marketing programs. During this session, you will learn how to get the most from the research and data available in your company to uncover insights that matter.

WHO IS THIS WORKSHOP FOR?
• Marketing managers and marketing directors who are responsible for developing campaign plans, activations, and marketing strategies.

WORKSHOP BENEFITS
As a result of this workshop, you will be better able to:
• Make better decisions on campaigns and activations that are driven by customer insight
• Make the best use of internal data and research
• Demonstrate how to use customer insights to drive better results

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.

Interested in this workshop?
Get started on your CSM Workshop Brief and Agreement
Get started on your MSP Workshop Brief and Agreement
Positioning Your Brand to Win

DESCRIPTION
Poor positioning kills brands. Defining a truly unique and compelling positioning is the most critical foundation for creating a strong brand. Taught by a seasoned brand strategist with both emerging brand and Fortune 500 experience, this workshop teaches you a step-by-step method for developing your brand positioning, and shares a wide range of relevant case studies and fresh thinking necessary to help make sure your positioning is effective.

WHO IS THIS WORKSHOP FOR?
• This workshop is relevant for marketers and brand leaders who are seeking to enhance the effectiveness of their brand’s current position or who are trying to define a unique positioning for a new brand.

WORKSHOP BENEFITS
As a result of this workshop, you will be better able to:
• Develop competitive positioning
• Use position to help drive important strategic brand decisions
• Clarify what your brand stands for, who your target customer is, and how you are going to win market share
• Focus positioning and marketing efforts on addressing the needs of a high-opportunity target customer in a market where your brand can thrive
• Improve alignment with internal business partners so that they can more effectively activate the brand

WORKSHOP INSTRUCTOR
Laura Bates
Laura Bates is the founder of and principal at Brand Verve, a consultancy that helps organizations increase brand value. She’s a former brand executive at P&G, Marriott, and Domino’s.

Interested in this workshop?
Get started on your CSM Workshop Brief and Agreement
Get started on your MSP Workshop Brief and Agreement
BRAND-BUILDING

The Purpose Advantage: Unlocking the Power of Purpose for Your Brand

DESCRIPTION
We are in a new era of brand-building. As the rules are being written, it’s paramount that marketers understand and align on how to differentiate their brand and drive revenue. Many brands are struggling to arrive at a brand purpose that will ignite the hearts and minds of customers and their workforce while honoring the brand’s history and reflecting its organic ethos.

In this interactive workshop, you will engage in a series of exercises and carefully selected case studies designed to teach you frameworks for uncovering, pressure-testing, and developing your brand purpose.

WHO IS THIS WORKSHOP FOR?
• Brand Managers, Marketers, and Communications Directors

WORKSHOP BENEFITS
As a result of this workshop, you will be better able to:
• Develop a brand purpose that will unite your organization in action
• Connect with customers, improve engagement, and drive revenue
• Create brand actions that are memorable and meaningful

WORKSHOP INSTRUCTORS

Jeff Fromm
Jeff Fromm is a subject matter expert and professional speaker on consumer trends and brand strategy.

Philippa Cross
Philippa Cross is a sustainability and communications strategist at Crossroads, a Barkley company.

Lindsey DeWitte
Lindsey DeWitte is an integrated marketer dedicated to helping brands define, live, and share their brand purpose.

Jimmy Keown
Jimmy Keown is a brand, consumer, and internal culture strategist.

Important note: For best outcomes, your company may be asked to reimburse the travel costs for multiple presenters for this workshop. You will be notified well in advance if this is the case for you.

Interested in this workshop?
Get started on your CSM Workshop Brief and Agreement
Get started on your MSP Workshop Brief and Agreement
BRAND ACTIVATION

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 showcasing your brand 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 brand activation
• 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.

Interested in this workshop?
Get started on your CSM Workshop Brief and Agreement
Get started on your MSP Workshop Brief and Agreement
Best Practices for Content Marketing Strategies

DESCRIPTION
Learn how to develop a content marketing mission statement, create a one-page content marketing strategy, conduct a competitive content audit, and build clear, concise, and consistent stories with a one-page Message Map. Whether you’re just starting up or taking content marketing to the next level, this workshop will help you build a strong foundation that improves your results.

This workshop is part of the ANA’s Content Marketing Mastery Program. Our Mastery Programs are designed to be flexible and fit your time and budget. These programs can be delivered over two full days or as a series of independent half-days.

WHO IS THIS WORKSHOP FOR?
• Marketing leaders, content creators, and internal clients who need to build a shared, solid, strategic framework for content marketing

WORKSHOP BENEFITS
As a result of this workshop, you will be better able to:
• Create a content marketing mission statement to guide content creators
• Audit content competitively so you can identify white spaces and outsmart competitors
• Establish metrics to measure content success that align with content strategies

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 CSM Workshop Brief and Agreement
Get started on your MSP Workshop Brief and Agreement
BRAND ACTIVATION

Best Practices to Strengthen Your Content Marketing

DESCRIPTION
Build your content marketing framework with best practices on buyer persona research, mapping content to buyers’ journeys, and using measurement to improve results. In this hands-on workshop, you will learn how to make content marketing even more effective by addressing these three critical elements.

This workshop is part of the ANA’s Content Marketing Mastery Program. Our Mastery Programs are designed to be flexible and fit your time and budget. These programs can be delivered over two full days or as a series of independent half-days.

WHO IS THIS WORKSHOP FOR?
• Marketing leaders, marketers, content creators, and internal clients who need a solid, strategic framework for content marketing

WORKSHOP BENEFITS
As a result of this workshop, you will be better able to:
• Gain insights into why and how buyers choose your brand, a competitor, or the status quo
• Create content that buyers need to progress smoothly through the buying journey
• Perform all-in analytics reviews

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 CSM Workshop Brief and Agreement
Get started on your MSP Workshop Brief and Agreement
Strategies to Elevate Your Content Marketing Above Competitors

**DESCRIPTION**

Optimize your content marketing as you learn how to measure and refine existing content, build your content base, and differentiate your content so competitors can’t copy it.

This workshop is part of the ANA’s Content Marketing Mastery Program. Our Mastery Programs are designed to be flexible and fit your time and budget. These programs can be delivered over two full days or as a series of independent half-days.

**WHO IS THIS WORKSHOP FOR?**

- Marketing leaders, marketers, and content creators who know the basics of content marketing and are ready to advance to the next level

**WORKSHOP BENEFITS**

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

- Get more performance from the content you’ve already created
- Make content more usable for readers — easier to scan and faster to read
- Differentiate your brand’s content from others

**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 CSM Workshop Brief and Agreement
Get started on your MSP Workshop Brief and Agreement
BRAND ACTIVATION

Strategies to Maximize Your Content Marketing to Build Loyalty

DESCRIPTION
Maximize your content marketing as you create a content community, promote content to build followers and subscribers, increase conversions, turn readers into subscribers, and turn subscribers into customers.

This workshop is part of the ANA’s Content Marketing Mastery Program. Our Mastery Programs are designed to be flexible and fit your time and budget. These programs can be delivered over two full days or as a series of independent half-days.

WHO IS THIS WORKSHOP FOR?
• Marketing leaders, marketers, and content creators who are ready to maximize content for their brands and companies

WORKSHOP BENEFITS
As a result of this workshop, you will be better able to:
• Build social media followers who give you permission to market to them
• Set a clear strategy to convert subscribers into customers
• Recruit and train employee ambassadors

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 CSM Workshop Brief and Agreement
Get started on your MSP Workshop Brief and Agreement
BRAND ACTIVATION

Developing a Brand-Inspired Digital Strategy

DESCRIPTION
Going beyond mere clicks and CTAs, this workshop will demonstrate how digital activation can become a source of competitive advantage by reinforcing and strengthening long-term brand equity. Through a combination of new frameworks, case studies, and group exercises, we'll cover multiple facets of digital activation, including content marketing and social media.

*This workshop is an excerpt of the ANA full-day workshop “Developing a Brand-Inspired Digital Strategy.”*

WHO IS THIS WORKSHOP FOR?
• Mid-level brand and marketing managers responsible for developing or refining brand strategy
• Entry- to mid-level marketers responsible for developing and executing digital activation

WORKSHOP BENEFITS
As a result of this workshop, you will be better able to:
• Use digital activation to increase brand differentiation and drive competitive advantage
• Balance the potentially competing objectives of driving short-term business results and building long-term brand equity
• Rethink critical components of brand strategy with digital activation and user experience in mind

WORKSHOP INSTRUCTOR
Mitch Duckler
Mitch Duckler is managing partner at FullSurge. He has over 25 years of line management and strategy consulting experience in leading complex engagements and overseeing client relationships.

Interested in this workshop?
Get started on your CSM Workshop Brief and Agreement
Get started on your MSP Workshop Brief and Agreement
Effective Shopper Marketing: Converting Shoppers into Buyers

DESCRIPTION
Shopper marketing is more than using coupons. It is a powerful marketing communication discipline that drives shopper behaviors for a desired outcome.

Learn how to align your shopper marketing initiatives with your brand marketing and communications objectives, targets, and strategies. You will also learn a nine-step framework for developing a shopper marketing strategy and campaign.

WHO IS THIS WORKSHOP FOR?
• Marketing coordinators
• Marketing managers
• Shopper marketing personnel

WORKSHOP BENEFITS
As a result of this workshop, you will be better able to:
• Use data and research to optimize your shopper marketing campaigns
• Formally align your shopper marketing objectives, targets, and expected chance of purchase
• Plan steps to build an effective shopper marketing campaign

WORKSHOP INSTRUCTORS
Renee Azoulay
Renee Azoulay is an adjunct assistant professor at the Fashion Institute of Technology, teaching shopper marketing, research methods in integrated marketing, and direct marketing.

Jean Marc Rejaud
Jean Marc Rejaud is the president and founder of Focus Marketing, a consulting boutique that helps businesses and brands develop winning shopper marketing, digital marketing, e-commerce marketing, and marketing communications strategies through rigorous information-driven planning.

Interested in this workshop?
Get started on your CSM Workshop Brief and Agreement
Get started on your MSP Workshop Brief and Agreement
Marketing to Generation Z

DESCRIPTION
Immerse yourself into the minds and mannerisms of Gen Z and comprehend how, where, and when to most effectively engage them. Led by a veteran agency marketer with keen insights into Gen Z, this workshop navigates how Gen Z consumes media and marketing, produces and distributes content, and prioritizes certain qualities and features of the brands they most admire.

WHO IS THIS WORKSHOP FOR?
• Marketers involved in content-centric marketing, PR, and advertising campaigns intended to engage Gen Z

WORKSHOP BENEFITS
As a result of this workshop, you will be better able to:
• Apply insights to develop marketing that most effectively engages Gen Z
• Work with agencies to engage Gen Z in relevant media and channels
• Inspire creative content that effectively engages and communicates with Gen Z

WORKSHOP INSTRUCTOR
Mark Beal
Mark Beal is the Founder and Principal of Mark Beal Media. He was a managing partner for one of the nation’s top-ranked public relations agencies where he collaborated with category-leading companies and brands in developing award-winning public relations and marketing campaigns that delivered measurable business impact.

Interested in this workshop?
Get started on your CSM Workshop Brief and Agreement
Get started on your MSP Workshop Brief and Agreement
Unlock the Power of Influencer Marketing

**DESCRIPTION**
There has never been a more important time for brands to connect with target audiences on a level that builds trust, engagement, and ROI. Influencer marketing can do exactly that. This course will walk you step by step through what influencer marketing is, the requirements to properly define and develop a campaign, and best practices for identifying and engaging influencers.

**WHO IS THIS WORKSHOP FOR?**
- Marketing executives and professionals who want to be well-versed in influencer marketing and gain an understanding of the opportunity for their brands

**WORKSHOP BENEFITS**
As a result of this workshop, you will be better able to:
- Understand how influencer marketing can build a greater level of trust with target markets
- Identify and engage the right influencer for your brand
- Define and track specific influencer marketing success metrics and KPIs
- Set the proper legal guidelines to ensure complete transparency with your brand and influencers

**WORKSHOP INSTRUCTOR**
Cord Silverstein
Cord Silverstein is an award-winning marketer, leader, coach and speaker with over 20 years of proven marketing expertise. He is passionate about Agile Marketing having led the training and integration of it for more than 50 different organizations.

Interested in this workshop?
Get started on your CSM Workshop Brief and Agreement
Get started on your MSP Workshop Brief and Agreement
**Briefing for Success**

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

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**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 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.”*

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**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

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**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

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**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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Interested in this workshop?

Get started on your CSM Workshop Brief and Agreement

Get started on your MSP Workshop Brief and Agreement
Cascading Brief Design

DESCRIPTION
Facilitated by a leading expert with agency, consulting, and academic experience, you will learn how to develop and manage great campaigns by implementing a best-in-class briefing architecture. By the conclusion of the session, you will be able to better direct actions across all of your agencies and better optimize all of your marketing with a targeted focus that builds your sales virtually overnight and your brand over time.

WHO IS THIS WORKSHOP FOR?
• Marketers who have solid brief-writing skills and want to enhance the results of their overall briefing process
• Marketers who work with multiple agencies and consultants

WORKSHOP BENEFITS
As a result of this workshop, you will be better able to:
• Combine brand-building and sales-building efforts into one program
• Orchestrate actions across agencies, in-house specialists, and other suppliers
• Identify and eliminate wasteful channel redundancies

WORKSHOP INSTRUCTOR
Laurence Minsky
Larry Minsky is renowned in professional and academic circles for his strategic and creative leadership. He is also known for developing effective award-winning cross-channel solutions that boost marketing ROI.

Interested in this workshop?
Get started on your CSM Workshop Brief and Agreement
Get started on your MSP Workshop Brief and Agreement
CREATIVE PROCESS AND BRIEFS

How to Write a Single-Minded Proposition

Four ingredients in the one most important thing to say about your product

DESCRIPTION
The most difficult sentence to write in a creative brief is the single-minded proposition (SMP). It has other names — one key thing, unique selling proposition, single most important thing — but its main purpose is to inspire your creative partners to come up with the Big Idea. When poorly written, it makes a creative brief weak and uninspiring. This workshop will dissect the inner workings of this simple but challenging component of a good creative brief.

WHO IS THIS WORKSHOP FOR?
• Mid- to senior-level marketing and brand professionals who consider themselves proficient at writing inspiring creative briefs, but who want a deeper understanding of the single-minded proposition
• A next step for those familiar with the creative brief process and a refresher for seasoned professionals

WORKSHOP BENEFITS
As a result of this workshop, you will be better able to:
• Write examples of highly effective and inspiring SMPs
• Articulate your brand’s attributes with clarity and assurance
• Generate the ingredients of an inspiring SMP to improve writing from your own people

WORKSHOP INSTRUCTOR
Howard Ibach
Howard Ibach is an award-winning copywriter and creative director. He teaches composition and literature at Glendale College in California.

Interested in this workshop?
Get started on your CSM Workshop Brief and Agreement
Get started on your MSP Workshop Brief and Agreement
CREATIVE PROCESS AND BRIEFS

Mastering an Effective Creative Review

DESCRIPTION
Too often the creative review process is marred by personality and subjectivity. This makes reviewing creative one of the most difficult and time-consuming elements of the creative process. In this half-day intensive workshop, you will gain best-practice skills for reviewing creative work from your advertising agency or in-house creative department. This workshop anchors the principles of creative review and critique to the most important part of the creative process itself: the creative brief. You’ll review brief basics and apply 10 principles to hone your reviewing and critiquing skills that you can use immediately.

WHO IS THIS WORKSHOP FOR?
• Anyone, at any level, who is involved in the development and review of advertising
• Those new to creative briefing and reviewing creative work that comes from the brief
• Seasoned professionals who can appreciate a refresher

WORKSHOP BENEFITS
As a result of this workshop, you will be better able to:
• Improve the quality of your creative reviewing and constructive critiquing
• Articulate your brand’s attributes with enhanced clarity within the creative review process
• Keep your creative partners on-brief and on-brand

WORKSHOP INSTRUCTOR
Howard Ibach
Howard Ibach is an award-winning copywriter and creative director. He teaches composition and literature at Glendale College in California.

Interested in this workshop?
Get started on your CSM Workshop Brief and Agreement
Get started on your MSP Workshop Brief and Agreement
CREATIVE PROCESS AND BRIEFS

What An Inspired Creative Brief Looks Like

DESCRIPTION
By examining how brief writers use language to bring clarity and inspiration to the creative brief process, this interactive workshop will change your thinking about a document too often taken for granted and too easily underestimated. Packed with individual and team exercises, and examples of exceptional creative briefs and the creative work they inspired, this course will help guide you to a continuous improvement process for your marketing effectiveness, efficiency, and ROI.

WHO IS THIS WORKSHOP FOR?
• This workshop is for anyone, at any level, who is involved in the development of advertising. It is a great first step for those new to the creative brief process and a welcome refresher for seasoned professionals.

WORKSHOP BENEFITS
As a result of this workshop, you will be better able to:
• Use the best practices of highly effective creative briefs
• Implement actionable skills to improve the quality of your creative brief writing
• Articulate your brand’s attributes with clarity and assurance
• Communicate clearly and eliminate confusion
• Internalize what an inspiring creative brief looks like to be able to inspire better creative brief writing from your own people

WORKSHOP INSTRUCTOR
Howard Ibach
Howard Ibach is an award-winning copywriter and creative director. He teaches composition and literature at Glendale College in California.

Interested in this workshop?
Get started on your CSM Workshop Brief and Agreement
Get started on your MSP Workshop Brief and Agreement
Agency Review Essentials

DESCRIPTION

Reviewing agencies is a time-consuming process that can affect marketplace momentum. The last thing a marketer wants is to go through the process and end up with a short-lived agency relationship. This highly interactive workshop will equip you with the skills and best practices to conduct a review that is likely to result in a positive, long-term agency relationship, along with showing you the pitfalls to avoid that can waste time.

WHO IS THIS WORKSHOP FOR?

- Marketers who are considering or about to conduct a review for a new agency or agencies — in particular, CMOs, VPs of marketing, 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 useful.

WORKSHOP BENEFITS

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

- Conduct a fair and effective agency review
- Optimize the process of conducting a review to reduce costs and wasted time
- Ensure that your marketing team is aligned on the selection criteria for a new agency

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?

Get started on your CSM Workshop Brief and Agreement
Get started on your MSP Workshop Brief and Agreement
DESCRIPTION
In this workshop, marketers will discover the value an in-house agency (IHA) brings to your marketing team and how to get the most out of effective collaboration with your IHA. We will discuss how to understand the roles and capabilities of an in-house agency to build strategic partnerships with marketers. You will be prepared to launch best practices for cross-functional collaboration, and learn solutions to drive better creative output and optimize campaign production.

WHO IS THIS WORKSHOP FOR?
• Marketing leads
• Marketing managers
• Requestors of the IHA who are responsible for working with multiple creative partners, want to better understand the role of their IHA, and develop a better internal process to execute great work

WORKSHOP BENEFITS
As a result of this workshop, you will be better able to:
• Optimize interactions with your in-house agency to streamline communication with creatives and project managers
• Develop innovative, compelling content
• Gain an overall better workflow and process with your IHA

WORKSHOP INSTRUCTOR
Alex Blum
Alex Blum founded Blum Consulting Partners to support marketers with in-depth process analysis, process design, and production innovation.

Andrea Ruskin
Andrea Ruskin is a strategic consultant and partner at Blum Consulting Partners who works with marketers to implement workflow that drives a more creative, effective, and strategic process.

Interested in this workshop?
Get started on your CSM Workshop Brief and Agreement
Get started on your MSP Workshop Brief and Agreement
Effectively Manage Your Social Media and Content Production

DESCRIPTION
The constantly changing nature of social media can make social media production confusing, with multiple schedules, budgets, and challenges, all driven primarily by your choice of production partner, whether that’s your traditional AOR, a social agency, or your in-house studio.

Led by an expert in social media production, this workshop includes discussions, interactive group activities, and case studies to help you understand your role, how to choose the right production partner, and which production strategies work best for your social content.

WHO IS THIS WORKSHOP FOR?
Brand marketers, internal advertising managers, and procurement or sourcing professionals who are responsible for advertising and marketing deliverables and need a “Social 101” course.

WORKSHOP BENEFITS
As a result of this workshop, you will be better able to:
• Employ the latest terminology and newest features on social media platforms
• Implement best practices for working with a traditional AOR, social agency, or in-house studio
• Increase marketing efficiency by determining a production approach and helping creative partners determine costs
• Understand and manage usage rights for talent, music, stock footage, etc.
• Maximize marketing ROI by establishing the right kind of budget for this non-traditional content type
• Use social listening insights and data to execute the next social campaign

WORKSHOP INSTRUCTOR
Jillian Gibbs
Jillian Gibbs is the founder of and CEO at APR, a global ad production consultancy that lists many of the world’s major brands as clients. She has helped define new standards within the production industry throughout her career.

Interested in this workshop?
Get started on your CSM Workshop Brief and Agreement
Get started on your MSP Workshop Brief and Agreement

Please note: Leading this workshop effectively requires diverse expertise. Depending on your location, your company may be asked to reimburse the travel costs of one additional presenter. If this applies to your workshop, we will notify you well in advance.
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 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.

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

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?
Get started on your CSM Workshop Brief and Agreement
Get started on your MSP Workshop Brief and Agreement
AGENCY MANAGEMENT

How to Optimize Your In-House Agency

DESCRIPTION
With the rise of the in-house agency (IHA), many marketers are asking themselves how they can optimize their own in-house agency to drive better speed to market, improve communication between marketers and creatives, find and retain the best creative talent, and achieve a better workflow.

In this workshop you will learn three perspectives of common IHA operations and the warning signs of creative inefficiency and bad process. You will participate in exercises that will enhance your understanding of roles and responsibilities and review a case study with specific examples of how IHA output may be increased threefold, with better quality and increased employee satisfaction.

WHO IS THIS WORKSHOP FOR?
• In-house agency management, operations, creatives, and project managers who want to understand how to improve communication and operational efficiency
• Marketers who want to understand how to develop a better process for working with their in-house agency

WORKSHOP BENEFITS
As a result of this workshop, you will be better able to:
• Identify warning signs of operational inefficiency and lack of process.
• Define the goals, purpose, and capabilities of the in-house agency.
• Improve overall workflow and use of software tools.
• Enhance clarity and inspire creativity with your briefing.

WORKSHOP INSTRUCTORS
Andrea B. Ruskin
Andrea B. Ruskin is a strategic consultant and partner at Blum Consulting and former AICP National Vice Chairman.

T. Alex Blum
T. Alex Blum has more than 30 years of experience in advertising and feature film production as a producer and award-winning production company owner.

Important note: For best outcomes, your company may be asked to reimburse the travel costs for two presenters for this workshop. You will be notified well in advance if this is the case for you.

Interested in this workshop?
Get started on your CSM Workshop Brief and Agreement
Get started on your MSP Workshop Brief and Agreement
Managing Multiple Agencies

**DESCRIPTION**

Managing multiple agencies and getting them to work together effectively and efficiently can be a full-time job. Many companies have no framework to help them decide the right operating model. In this workshop, you’ll gain a complete understanding of the pros and cons of each multiple agency operating model along with the frameworks, best practices, and tools needed to align agency partners in a seamless fashion.

**WHO IS THIS WORKSHOP FOR?**

- This workshop has been designed specifically for managers, directors, and C-suite executives who are responsible for selecting and managing their agency partners across all disciplines and channels
- Procurement directors and managers who work with marketing agencies

**WORKSHOP BENEFITS**

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

- Get multiple agencies to work together without wasting time and budget resources
- Inspire multiple agency partners to develop cohesive, powerful creative that drives KPIs
- Manage and inspire multiple agencies to work together toward a common goal

**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?

Get started on your CSM Workshop Brief and Agreement
Get started on your MSP Workshop Brief and Agreement
Optimize Your Production Process and Spend

How to boost your production IQ to maximize your process and budgets

DESCRIPTION
By understanding the ins and outs of the production process and what drives costs, marketers can make informed decisions that ensure production efficiency, effectiveness, and ROI.

This workshop uses engaging discussions, interactive group activities, and case studies to teach how to optimize the production of content for a range of media, as well as ways to develop better content integration. As an added benefit, gain insight into the latest production trends, such as transparency and marketer-led production.

This is an excerpt of the ANA full-day workshop “Advertising Production Masterclass.”

WHO IS THIS WORKSHOP FOR?
Brand marketers, internal advertising managers, and procurement or sourcing professionals who are responsible for advertising and marketing deliverables and are ready to address challenges and changes in marketing production

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

• Improve marketing effectiveness by knowing how to communicate with agency and production partners
• Maximize your role and meet responsibilities in the production process
• Increase marketing efficiency by employing best practices for upfront planning and alignment on your creative, schedule, and budget, saving you time and money
• Maximize marketing ROI by setting appropriate budgets during planning and creative
• Gain added visibility and transparency in the bidding process
• Use best practices for mitigating risk and lessening cost overages

WORKSHOP INSTRUCTOR
Jillian Gibbs
Jillian Gibbs is the founder of and CEO at APR, a global ad production consultancy that lists many of the world’s major brands as clients. She has helped define new standards within the production industry throughout her career.

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DESCRIPTION
In a pitch, the audience is evaluating the team just as much as the idea the team is presenting. This workshop will help you direct and improve the quality of that engagement. You will learn how to build fast chemistry and confidence with diverse people to work together as a flexible and responsive team when pitching to an audience of senior decision-makers.

WHO IS THIS WORKSHOP FOR?
- Junior professionals wanting to improve their contribution and confidence in a pitch
- Mid-career marketers eager to implement an updated process and skill set for succeeding in ad hoc teams
- In-house agency personnel pitching in the gig economy

WORKSHOP BENEFITS
As a result of this workshop, you will be better able to:
- Build chemistry with teammates whom your decision-maker audience trusts
- Give and receive criticism to improve individual performance for team success
- Communicate innovation to senior decision-makers without the involvement of middle management

WORKSHOP INSTRUCTOR
Michael Quinn
Michael Quinn has built agencies by winning pitches, both on-staff and as an agency founder, for over 20 years. Today, he teaches practical skills and offers insight based on experience, ongoing industry research, and recent conversations about pitching with senior corporate decision-makers.

Interested in this workshop?
Get started on your CSM Workshop Brief and Agreement
Get started on your MSP Workshop Brief and Agreement
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 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 CSM Workshop Brief and Agreement
Get started on your MSP Workshop Brief and Agreement
DESCRIPTION
For an in-house agency to drive brand growth, effective account management and collaboration with internal partners is crucial. Building your partner’s trust, communicating effectively, and establishing credibility by delivering quality work on strategy, on time, and on budget is the job of your internal account management group. This session will give attendees a clear understanding of the specific functions of account managers versus project managers, insights into business challenges that may be solved by developing the account management function within your in-house agency, and the importance of account management in managing stakeholder relationships.

WHO IS THIS WORKSHOP FOR?
• Growing in-house agencies and in-house agency personnel looking to redefine roles within their agency
• Business owners in the process of restructuring the agency to be a more strategic partner
• Marketers wanting more out of the relationship with their in-house agency

WORKSHOP BENEFITS
As a result of this workshop, you will be better able to:
• Understand the role of account management and how that drives internal agency success
• Effectively communicate the needs of the business owners to the creative team
• Implement best practices for writing better creative briefs
• Project-manage scheduling and budgeting for projects
• Clearly define the roles and responsibilities of account managers and project managers

WORKSHOP INSTRUCTORS
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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 “Business-to-Business 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 lead generation programs that yield measurable ROI

WORKSHOP INSTRUCTOR

Harry J. Gold

Harry J. Gold is the founder of and CEO at 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 CSM Workshop Brief and Agreement
Get started on your MSP Workshop Brief and Agreement
DIGITAL MARKETING AND MEDIA STRATEGY

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 who are looking to optimize their efforts and increase results through data-driven decisions
- Those seeking a great introduction to or a refresher in 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 of 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 CSM Workshop Brief and Agreement
Get started on your MSP Workshop Brief and Agreement
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 at 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 buying, and mobile
• Plan, launch, manage, and track digital programs that yield measurable ROI

WORKSHOP INSTRUCTOR
Harry J. Gold
Harry J. Gold is the founder of and CEO at 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 CSM Workshop Brief and Agreement
Get started on your MSP Workshop Brief and Agreement
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.

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 on to 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.

Interested in this workshop?
Get started on your CSM Workshop Brief and Agreement
Get started on your MSP Workshop Brief and Agreement
DIGITAL MARKETING AND MEDIA STRATEGY

Harnessing the Power of Programmatic Buying
What you need to know to capitalize on the potential of programmatic buying

DESCRIPTION
During this highly interactive workshop you will overcome hurdles as we demystify how programmatic buying works and help you develop a roadmap to make it 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 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 buying continues to evolve
• See how executing programmatic buying 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 buying to improve your online targeting capabilities
• Differentiate between performance-based ROI and brand awareness ROI

INTERESTED IN THIS WORKSHOP?
Get started on your CSM Workshop Brief and Agreement
Get started on your MSP Workshop Brief and Agreement

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.

ana.net/learn
Leveraging Social Media for Brand-Building

DESCRIPTION
Social media platforms and empowered consumers make reaching your target audience challenging. Even the biggest brands struggle with how to use social media to be relevant and authentic.

This workshop provides insights and best practices on the latest updates and features of the most widely used social marketing platforms, including Facebook, Instagram, Snapchat, Pinterest, Twitter, and LinkedIn.

WHO IS THIS WORKSHOP FOR?
• Marketing executives and professionals who want to be well versed in the social media landscape.

WORKSHOP BENEFITS
As a result of this workshop, you will be better able to:
• Increase brand awareness and engagement with target customers
• Assess, evaluate, and select the ideal social platforms to support goals
• Make social media execution decisions based on building long-lasting audience connections that increase customer lifetime value, not trends

WORKSHOP INSTRUCTOR
Mary Czarnecki
Mary Czarnecki is a marketing and business strategist with 20 years’ experience in brand management, marketing strategy, and business development with companies such as WebMD and Johnson & Johnson.

Interested in this workshop?
Get started on your CSM Workshop Brief and Agreement
Get started on your MSP Workshop Brief and Agreement
DIGITAL MARKETING AND MEDIA STRATEGY

Modern MarTech: Harnessing Technology to Enhance the Customer Journey

DESCRIPTION

In this highly engaging and interactive workshop, you’ll learn the essential components of a marketing technology strategy, define how CMOs and other decision makers engage in the technology roadmap and vendor selection process. By the end of this workshop, you’ll leave with actionable concepts and tools you can immediately apply to real-world situations, along with frameworks and models to understand and optimize marketing technology to enhance overall customer experience.

WHO IS THIS WORKSHOP FOR?

- Any marketing organization that is looking to ensure their tech stack aligns properly with their current marketing and Customer Experience (CX) strategy

WORKSHOP BENEFITS

As a result of this workshop, you will be better able to:
- Assemble a strategic marketing technology stack aligned to company goals
- Make tech investment decisions based on value not trends
- Establish measurement requirements, reporting and goal setting for MarTech

WORKSHOP INSTRUCTOR

Mary Czarnecki

Mary Czarnecki is a marketing and business strategist with 20 years’ experience in brand management, marketing strategy, and business development with companies such as WebMD and Johnson & Johnson.

Interested in this workshop?
Get started on your CSM Workshop Brief and Agreement
Get started on your MSP Workshop Brief and Agreement
DIGITAL MARKETING AND MEDIA STRATEGY

Practical Strategies for 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 who are looking to immediately begin applying mobile marketing to their business
• Marketers engaged in both strategy and tactical implementation who 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 of and managing partner at mCordis, where he advises clients on marketing, positioning, and content strategy.

Interested in this workshop?
Get started on your CSM Workshop Brief and Agreement
Get started on your MSP Workshop Brief and Agreement
DIGITAL MARKETING AND MEDIA STRATEGY

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.

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 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?
Get started on your CSM Workshop Brief and Agreement
Get started on your MSP Workshop Brief and Agreement
DATA MEASUREMENT AND ANALYTICS

Behind the Numbers: Applying Context to Digital Data and Creating Effective Reports

DESCRIPTION
Learn how to apply analytics and develop metrics to track different channels. This workshop explores methods of data interpretation, such as segmentation, contextualization, and the development of a user-based scenario. With this information, marketers will learn how to identify business value and growth opportunities through their analytics. Lastly, participants learn the “dirty little secrets” of attribution and how they can be leveraged to maximize campaign efficiency and budget allocation.

This workshop is part of the ANA’s Digital Marketing Analytics Mastery Program. Our Mastery Programs are designed to be flexible and fit your time and budget. These programs can be delivered over two full days or as a series of independent half-days.

WHO IS THIS WORKSHOP FOR?
- Sales or marketing professional, across all channels
- Those who are tasked with executing marketing plans, automated communications, CRM marketing, programs, and tactics

WORKSHOP BENEFITS
As a result of this workshop, you will be better able to:
- Connect revenue goals to user behavior and actions
- Uncover improvement opportunities through data analysis
- Apply measurement goals and KPI’s to different channels

WORKSHOP INSTRUCTOR
Matt Bailey
Matt Bailey is one of the highest rated speakers world-wide for his ability to communicate complex information in a practical, humorous way. Matt is a first-generation search engine marketer, having started out by building websites to market his commercial real estate business in 1996. With a background in Journalism and Marketing, he quickly adapted his education to the internet and applied it to develop successful online marketing strategies.

Interested in this workshop?
Get started on your CSM Workshop Brief and Agreement
Get started on your MSP Workshop Brief and Agreement
DATA MEASUREMENT AND ANALYTICS

Developing a Digital Analytics Strategy

DESCRIPTION
Despite its pervasiveness, analytics is still a mysterious “black box” to many marketers. Rows and columns of numbers that are supposed to inform marketing tactics often lack the related insights necessary to drive business decisions. This course will focus on developing your approach to marketing analytics covering analytics terminology, customization settings (for your business), data collection, segmentation, and a practical (deeper) understanding of Key Performance Indicators (KPI’s) for your campaigns.

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WHO IS THIS WORKSHOP FOR?
• Sales or marketing professionals, across all channels
• Those who are tasked with executing marketing plans, automated communications, CRM marketing, programs, and tactics

WORKSHOP BENEFITS
As a result of this workshop, you will be better able to:
• Customize analytics data according to business goals and business value
• Create relevant segments for efficient measurement of your audience
• Read and interpret primary analytics reports

WORKSHOP INSTRUCTOR
Matt Bailey
Matt Bailey is one of the highest rated speakers world-wide for his ability to communicate complex information in a practical, humorous way. Matt is a first-generation search engine marketer, having started out by building websites to market his commercial real estate business in 1996. With a background in Journalism and Marketing, he quickly adapted his education to the internet and applied it to develop successful online marketing strategies.

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Get started on your MSP Workshop Brief and Agreement
Persuading the C-Suite Using Effective Data Presentation Techniques

DESCRIPTION
Master what is often the most difficult of all skills for working with data: presenting a persuasive case for action to senior-level decision makers. Many times, in proving a case for change, or presenting data that conflicts with traditional thinking, the analyst can be considered a subversive party to executive goals. This workshop teaches you as the analyst how to navigate those expectations and present your data in a persuasive manner that aligns positively with business objectives.

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WHO IS THIS WORKSHOP FOR?
- Sales or marketing professionals, across all channels
- Those who are tasked with executing marketing plans, automated communications, CRM marketing, programs, and tactics

WORKSHOP BENEFITS
As a result of this workshop, you will be better able to:
- Adjust presentations and persuasive arguments based on the audience
- Tie your data to key company metrics and stakeholder goals in order to persuade key stakeholders
- Eliminate unnecessary data and clutter from reports

WORKSHOP INSTRUCTOR
Matt Bailey
Matt Bailey is one of the highest rated speakers world-wide for his ability to communicate complex information in a practical, humorous way. Matt is a first-generation search engine marketer, having started out by building websites to market his commercial real estate business in 1996. With a background in Journalism and Marketing, he quickly adapted his education to the internet and applied it to develop successful online marketing strategies.

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DATA MEASUREMENT AND ANALYTICS

Turning Digital Data into Decisions

DESCRIPTION
Learn to use visual storytelling methods to explain the context of marketing data to outside audiences and/or internal stakeholders. This enables easier identification of issues in the customer journey, CRM, automation, campaign(s), and other initiatives designed to move customers through an engagement process. We’ll explore how to develop a framework of campaign evaluation by viewing it through a visual workflow.

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WHO IS THIS WORKSHOP FOR?
- Sales or marketing professionals, across all channels
- Those who are tasked with executing marketing plans, automated communications, CRM marketing, programs, and tactics

WORKSHOP BENEFITS
As a result of this workshop, you will be better able to:
- Visually present analytics for effective presentation
- Use a visual data analysis framework to identify key growth areas
- Translate strategy into tactics that contribute to revenue growth

WORKSHOP INSTRUCTOR

Matt Bailey
Matt Bailey is one of the highest rated speakers world-wide for his ability to communicate complex information in a practical, humorous way. Matt is a first-generation search engine marketer, having started out by building websites to market his commercial real estate business in 1996. With a background in Journalism and Marketing, he quickly adapted his education to the internet and applied it to develop successful online marketing strategies.

Interested in this workshop?
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Get started on your MSP Workshop Brief and Agreement
Elevate Your Marketing Mix  
and Attribution Modeling

How to boost your marketing ROI with more profitable advertising and media decisions

DESCRIPTION

This workshop will demystify the ROI modeling process and provide practical guidance. With a solid understanding of the modeling landscape and best practices, you will walk away feeling empowered to use modeling to improve advertising performance. All content and case studies will be discussed in clear, practical, and non-technical language to provide the insights and skills you will need to make smarter ROI-based marketing decisions, and to hold your modeling providers more accountable.

WHO IS THIS WORKSHOP FOR?

- Mid-level marketers with line and staff responsibilities
- Users of model insights, not the functional leadership of the modeling practice

WORKSHOP BENEFITS

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

- Use model results to shift investments to your most effective creative and media options
- Balance long-term business building goals and short-term revenue requirements
- Orchestrate the efforts of your digital and traditional agencies for more effective online/offline synergies
- Guide your media agency to optimize media, scheduling, and geographic allocations
- Organize structure strategies for deploying model learning

WORKSHOP INSTRUCTORS

- Alice K. Sylvester
  A partner at Sequent Partners for more than eight years, Alice K. Sylvester has held a variety of positions at major advertising agencies, including DraftFCB, Young & Rubicam, and Leo Burnett, among others.

- Jim Spaeth
  Co-founder of Sequent Partners, Jim Spaeth is a former president of The Advertising Research Foundation.

Interested in this workshop?  
Get started on your CSM Workshop Brief and Agreement
Get started on your MSP Workshop Brief and Agreement

Please note: Leading this workshop effectively requires diverse expertise. Depending on your location, your company may be asked to reimburse the travel costs of one additional presenter. If this applies to your workshop, we will notify you well in advance.
Critical Thinking for Marketing Success

DESCRIPTION
Develop greater credibility in the C-suite. With the ever-expanding scope of challenges and demands that marketing professionals face, it is vital that marketers are proficient critical thinkers who can quickly make and execute decisions with intended results. Learn the skills and knowledge needed to use data and analytics to access needs which gives the ability to create fresh content that drives desired outcomes.

WHO IS THIS WORKSHOP FOR?
• Marketers who are responsible for defining problems, and implementing solutions that drive results

WORKSHOP BENEFITS
As a result of this workshop, you will be better able to:
• Learn consistent processes for problem-solving and decision-making
• Plan for and prevent problems when implementing change and launching new initiatives
• Identify and prioritize factors impacting performance and results

WORKSHOP INSTRUCTOR
Joe Jordan
As an engaging and respected speaker, trainer, and author Joe Jordan grows businesses and improves performance. Joe has 15 years of experience in the staffing industry included contributions in sales management, training, customer service, operations, marketing, and leading a $30 million, 17-office region.

Interested in this workshop?
Get started on your CSM Workshop Brief and Agreement
Get started on your MSP Workshop Brief and Agreement
Effective Writing for Corporate Communications

DESCRIPTION
Great corporate communications engage your customers and make 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, and a best-in-class approval process.

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 CSM Workshop Brief and Agreement
Get started on your MSP Workshop Brief and Agreement
**BUSINESS SKILLS: COMMUNICATION**

The Essentials of Public Speaking

*How to sharpen your presentation skills*

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**DESCRIPTION**

Public speaking strikes fear in the heart of just about everyone. Yet those who master this skill see career advancement and elevated professional stature. Taught in a fun and intense on-stage setting, this course will teach you how to let go of inhibitions using the techniques of improvisation to make you a better listener and reader of your audience. Led by a former advertising agency creative director, skilled presenter, and popular ANA workshop leader, this workshop will put you through your speaking paces and give you the opportunity to practice and enhance your skills.

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**WHO IS THIS WORKSHOP FOR?**

- This workshop is for anyone, at any level, who wants focused and effective practice to improve public speaking skills.

**WORKSHOP BENEFITS**

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

- Speak confidently
- Overcome nerves and listen with intention
- Think on your feet

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**WORKSHOP INSTRUCTOR**

Howard Ibach

Howard Ibach is an award-winning copywriter and creative director. He teaches composition and literature at Glendale College in California.

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**Interested in this workshop?**

Get started on your CSM Workshop Brief and Agreement
Get started on your MSP Workshop Brief and Agreement
BUSINESS SKILLS: COMMUNICATION

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, new syntax and voices. You’ll come away with 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.
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 3Cs 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 CSM Workshop Brief and Agreement
Get started on your MSP Workshop Brief and Agreement
BUSINESS SKILLS: COMMUNICATION

Strategies for Creative Problem-Solving

DESCRIPTION
What if you could dramatically improve your innovation capacity and tackle significant real-world challenges faced by your organization in more creative ways?

This energizing, high-impact, interactive workshop is designed to systematically unlock the creative potential of each participant to solve complex problems, seize opportunities, and realize profound economic success. You will learn how to think differently through an ideation framework that can be deployed to solve any challenge, big or small.

WHO IS THIS WORKSHOP FOR?
• Teams and individuals who seek to unlock their creativity and apply it to solving marketing challenges and opportunities

WORKSHOP BENEFITS
As a result of this workshop, you will be better able to:
• Activate out-of-the-box idea generation
• Learn and apply strategies for creative problem-solving
• Infuse creativity and an “innovator’s mindset” into your daily workplace

WORKSHOP INSTRUCTORS

Kaiser Yang
Kaiser Yang is the CEO at Platypus Labs, a consultancy he created to help organizations systematically build a culture of innovation to solve complex problems and drive measurable results.

Sara Frasca
Sara Frasca is vice president of innovation enablement at Platypus Labs. Her passion for creativity and service, mixed with her corporate start-up experience, make her a great asset to help organizations navigate a multitude of business challenges.

Interested in this workshop?
Get started on your CSM Workshop Brief and Agreement
Get started on your MSP Workshop Brief and Agreement
BUSINESS SKILLS: COMMUNICATION

The Neuroscience of Communication: How to Influence and Drive Business Results

DESCRIPTION
Poor communication diminishes productivity. While vast resources are spent on the technical aspect of work, very little time is focused on helping people work and communicate effectively with their peers, managers, or employees. Learn how to improve your productivity by leveraging the behavioral insights of neuroscience. You will experience through interactive exercises how increasing your conversational intelligence can lead to better communication and improved business results.

This is an excerpt of the ANA full-day workshop “The Neuroscience of Communication: How to Influence and Drive Business Results.”

WHO IS THIS WORKSHOP FOR?
• New managers and those overseeing a cross-functional or agency partnership
• Seasoned professionals who want to build trust to get extraordinary results
• Anyone at any level who needs to be part of a strong team

WORKSHOP BENEFITS
As a result of this workshop, you will be better able to:
• Design conversations that create trust, build rapport, and promote a strong team culture
• Manage difficult conversations, reduce stress, and maximize productivity
• Leverage insights to lead, inspire, and engage others to work with greater focus

WORKSHOP INSTRUCTOR
Becky Thomas
Becky A. Thomas is a coach and president of Be Greater Consulting, a firm that focuses on helping millennials and generation Xers thrive in today’s cross-generational work environment.

Interested in this workshop?
Get started on your CSM Workshop Brief and Agreement
Get started on your MSP Workshop Brief and Agreement

ana.net/learn
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 open enrollment workshops to competitively priced multi-day customer solutions to on-demand training and certification, the ANA has the right solutions for you and your team.

- **Open Enrollment Training.** Regional workshops enhance personal growth and are available in half-day, full-day, and multi-day formats in your area.

- **Training On-Demand.** Online and at your convenience, our robust on-demand courses, and specialized certificate programs provide training in career-critical topics.

- **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. Open Enrollment Training: Open enrollment workshops for individuals. Registration is included with membership and open to all ANA members.
3. Training On-Demand: 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 onsite 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 onsite workshop?
For all ANA onsite 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 an onsite workshop date? 
Generally, onsite 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 debriefing call to discuss the results of the survey with you.

Q. How is onsite training structured? 
A half-day onsite session is four hours with one or 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 or 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 onsite 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. They 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.