



Media Strategy & Planning 23 & 24 March 2017 Cape Rock in Amsterdam

Currently there are many internal and external creative & branding agencies producing excellent work for broadcasters. There is however, a lack of media and marketing planning strategy training in the European market that is tailored specifically to the challenges and planning approaches within broadcast promotion. However, this is necessary to ensure that campaigns are being planned effectively, and promotional resources like airtime and creativity are allocated efficiently in order to best fulfil the business objectives of the company.

Inefficient marketing planning, campaign selection and airtime usage creates high opportunity costs for broadcast organisations. Therefore, this Eyes & Ears Academy in cooperation with Cape Rock in Amsterdam, intends to train the participants in media strategy and planning to give them the necessary knowledge, understanding & tools to implement effective promotional campaigns with their organization in order to bring a structure to their on-air marketing prioritisation process and huge efficiencies to both their promotional airtime and creative resource. The workshop will cover best practice and theory as well as practical examples that the attendees will work through & can take back to the workplace. **The seminar language will be English.**

The event is aimed primarily at people working in media and communications companies, (post) production firms, design studios, consultancies, as well as marketing, advertising and dialogue agencies who want to find out more about this topic. Those generally interested, students and trainees are also welcome. The number of participants is limited to a **maximum of 20** in order to facilitate the highest possible level of practical content.

Registration deadline: 17 March 2017

Speakers:

Alan James with Jo Wilkinson, James&Wilkinson Media, London.

Jo Wilkinson and Alan James are the founding directors of James&Wilkinson Media (JWM), a company established in April 2011 to help fill the void in the shortage of media planning skills found within the broadcasting arena. In 1998 they started working together at the BBC where they were responsible for the on-air media strategy, planning and implementation of all of the BBC's marketing across their vast array of public service TV, Radio & online services. In 2011, JWM was established, offering amongst its services, consultancy and training. In 2013, Joe Goddard joined the team. Previously Joe was Media Manager from Viacom UK where he spent 5 years in Media Planning & Presentation for Nickelodeon UK. He was heavily involved in bringing best practice to the UK and International regions. As well as having a background in channel rebrands, campaign planning and prioritisation models, Joe has audience data analysis expertise, specifically around the children's market and extensive experience with various channel management systems and implementation of ratings driven optimisation systems. In the relatively short period of time since launch JWM have worked with broadcasters in over twenty countries across four continents. JWM have also been regular speakers at international media conferences.

Thursday, 23 March 2017

- 11.30 **Welcome**
Marco-Paul De Jeu, Partner/Strategy
Director Cape Rock, Amsterdam
Corinna Kamphausen, CEO Eyes &
Ears of Europe, Cologne
- 11.45 **Introduction of the participants**
- 12.00 **"Do you know what you're worth?"
The value of promotional airtime**
- 12.45 Lunch break
- 13.45 **Setting objectives**
- 15.00 Break
- 15.15 **Campaign prioritisation**
- 16.30 Break
- 17.00 **Setting effective frequency for
different campaign types**
- 18.00 Discussion & Summary
- 18.30 End of day one

Friday, 24 March 2017

- 09.00 Get together
- 09.15 **Developing a campaign plan**
- 10.30 Break
- 10.45 **Putting previous learning into
practise**
Workshop Session
- 11.45 Break
- 12.00 **Implementing your campaign plan**
- 13.00 Lunch Break
- 14.00 **Campaign Evaluation**
- 15.00 Break
- 15.15 **Challenges for the future**
- 16.15 **Summary**
- 16.45 Final discussion & evaluation
- 17.15 End of the event

How to register

For your binding registration, please send your registration form by 17 March 2017 via eMail to academy@eeofe.org or Fax to +49 221 60605711.

Contact

Eyes & Ears of Europe
Mozartstr. 3-5
D-50674 Köln

Director
Corinna Kamphausen
Project Management
Isabel Krischer & Ina Braun
Training Management
Marion Snyders & Isabel Krischer

Phone: +49 (221) 60 60 57 10
Fax: +49 (221) 60 60 57 11
academy@eeofe.org
www.eeofe.org

Fees

- €350 Eyes & Ears members
- €95 Eyes & Ears members / pupils, students, trainees who are personally members of EEofE or pupils, students, trainees of an institutional member of EEofE Europe
- €990 non-members
- €190 non-members / pupils, students, trainees

The fees must be paid within a period of one week after receiving the invoice by means of bank transfer. Accommodation and catering costs are not included in the participation fees.