

HOW TO BRIEF AND MANAGE AGENCIES TM25

Get the maximum from agency partners and the creative process

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Workshop Overview

As a client you want to set the pace and demand outstanding work from agency partners. This course provides guidelines and practical tips on how to work efficiently with agency partners to develop effective creative campaigns. Everything from briefing the agency and building a client / agency relationship to managing an agency and evaluating creative presentations are covered.



Benefits

By attending this workshop, you will gain a thorough understanding your agency partners and their capabilities, you will learn about the creative process, capabilities, the dos and don'ts and ultimately how to write a brief in the most effective way. You will confidently articulate expectations and set and manage times and deadlines as well as giving constructive feedback.

Outcomes & Content

- ✓ Why a great brief is so important
- ✓ Key principles of great briefs
- ✓ Nuances between briefs
- ✓ How to understand agency partners
- ✓ Turning insights into compelling propositions
- ✓ Key principles of great briefs and briefing session
- ✓ Get the maximum out of the creative process
- ✓ Forging and building relationships



Who should attend ?

This course is aimed at all levels of marketers involved in the planning and implementation of marketing communications campaigns. It is applicable to advertising, design, digital, DM, PR, promotions, events, B2C and B2B, local and international agencies.

