

workshop agenda

accelerated Promotion Planning: **Striving for Best In Class**

Course Introduction

What Is "Best-In-Class"?

- Establishing Criteria for your Brand
- Creating a Checklist
- Reviewing PROMO/ETC Criteria

Innovation Ovations:

The "Best In Class" Presentation of PROMO's 2001 PRO Award Winners

- Best Use of Advertising
- Best Use of New Media
- Best Activity Generating Brand Awareness/Trial
- Best Activity Generating Brand Volume
- Best Use of Direct Media
- Best Activity Generating Brand Loyalty
- Best Creative
- Best Business-to-Business
- Best Retail Account-Specific Campaign
- Best Idea or Concept
- Most Effective Long-Term Campaign
- Best Multidiscipline Campaign
- Most Innovative Communication Strategy
- Best Overall Promotion

Audience Q & A

Roundtable Discussion

Course Wrap-Up/Evaluation