

workshop agenda

accelerated IMC Planning:

IMC for Agencies:

Maximizing the Power of IMC With Your Client

1 DAY

8:30am	Course Overview & Participant Intros
8:45am	The State of IMC/IMC Survey
9:15am	What IMC Is/Isn't
9:30am	Your Perspective: Who's Doing Great IMC?
10:00am	BREAK
10:15am	Great IMC In Action
11:15am	IMC Barriers to Success
12:00nn	LUNCH
1:00pm	The IMC Team: Leadership & Membership
2:00pm	The IMC "Big Idea" - Team Exercise & Presentations
3:00pm	BREAK
3:15pm	What Clients Want From You
3:30pm	Problem Solving on Client Situations
4:30pm	Readiness Check
4:45pm	Closing Thoughts
5:00pm	Course Evaluation
5:15pm	Depart