

## workshops

*accelerated IMC Planning:*

### **IMC for Agencies: Maximizing the Power of IMC With Your Client**

While many marketing organizations believe it is their responsibility to drive the IMC process, agencies have major contributions to make as well. This one-day workshop is specifically designed to help agencies uncover these opportunities and reinforce their place in IMC with their clients.

**Participants will learn:**

- What IMC Is and Isn't
- Why It's Important
- Who's Doing It Well
- What They are Doing and How
- What Gets In The Way
- Who Should Lead IMC
- Who Should Be On The Team
- What Clients Want From You

Through a combination of case studies, individual and group exercises, and interactive dialoguing, participants will leave this session with a clear understanding of their (and their client's) IMC readiness and specific action steps for helping their clients succeed with IMC.