

workshops

accelerated IMC Planning: **Maximize the Power**

Realize the true power of marketing communications. Learn how integrating at a strategic level, rather than just your creative, can lead to powerful results for your communications programs.

Most brands do fairly well at integrating creative execution. With our IMC In Action program, participants learn how to start integrating at the strategic level and maximize their results. Gain an in-depth understanding of the fundamentals, philosophies, and principles of IMC. Learn how to structure an IMC plan that optimizes communications to efficiently and effectively grow your brand. Find out how to create plans that make sense, harmonize your message, and takeoff with remarkable results.

Who Should Attend:

- Brand Manager
- Product Manager
- Promotion Manager
- Communication Manager
- Advertising Manager
- Integrated Marketing Communications Manager
- Agency Account Manager
- Creative Director

You Will Be Able To:

- Coordinate a concerted strategy focused on consistent messaging across advertising, promotion, PR, packaging, etc.
- Build excitement for your message with internal and external clients through a variety of communication channels.
- Achieve more sales, favorable press coverage, and marketplace excitement with a structured IMC plan that also promotes cross-functional team autonomy.
- Broaden understanding of IMC's role in the organization and its effect on relationships with internal and external clients.