

ACA's Education Calendar: Spring 2010



DELIVERING THE HIGHEST VALUE LEARNING AT UNBEATABLE PRICES

Class sizes limited to 10 – Register now!

We cap our class sizes at 10 to ensure maximum interaction and the exchange of ideas between instructors and participants. The courses are designed to offer the highest value, practical education at a cost that's truly affordable. We provide a hands-on forum for learning, networking and professional development that enriches expertise and capabilities in the management of marketing communications.

For full course descriptions, visit www.ACAweb.ca/education

SPRING 2010

March 2 - 3 March 9 March 23 March 24 March 30- 31	Presentation Skills Developing Leadership Skills Better Print Production (Level 1) Better Print Production (Level 2) Fundamentals of Advertising
April 6 April 8 April 15 April 22 April 27 April 28	Newspaper 101: How to buy and leverage newspapers *NEW Hot Legal Issues in Advertising & Marketing Secrets to Getting Your Agencies to Over-deliver (7 Hidden Truths Revealed) Working Effectively with Digital Agencies Building a Marketing Plan Brand Leadership
May 4 May 6 May 11 - 12 May 18 May 20	Better Magazine Advertising *NEW Better Radio Advertising Negotiation Skills Better Out-of-Home Advertising Television: Strategic Planning & Investment Process *NEW

Please note: Better Media Strategies course TBC

Questions? Please call Davina Wong: (416) 964-3805 ext 1007, or toll-free at 1-800-565-0109

MARCH 2010

Tuesday, March 2 – Wednesday, March 3

Presentation Skills

8:30 a.m. – 4:30 p.m.

ACA Members \$660 +GST, Non Members \$1,100 +GST

Instructor: Kenny Solway, Think Solutions

This highly interactive and practical presenting and writing experience focuses on the delivery skills and planning tools required to ensure your presentations and documents are dynamic, delivered with confidence and drive business impact. Participants will learn the mindset, skills, tools and benefits of shifting the focus from themselves to their audience - ultimately delivering a more engaging, persuasive and relevant communication.

Tuesday, March 9

Developing Leadership Skills

8:30 a.m. – 4:30 p.m.

ACA Members \$360 +GST, Non Members \$600 +GST

Instructor: Kenny Solway, Think Solutions

This program is designed to enable leaders to recognize the differences between being a manager and a leader and focuses on the skills, knowledge and mindset to change their performance and drive business impact. This hands-on, practical program profiles the dynamics of high performing teams and the characteristics of leaders who build and sustain them.

Tuesday, March 23

Better Print Production – Level 1

8:30 a.m. – 4:30 p.m.

Level 1 only:

ACA Members \$360 +GST, Non Members \$600 +GST

Levels 1 & 2:

ACA Members \$575 +GST, Non Members \$1,020 +GST

Instructor: Marg Macleod

President, IBEC Training & Consulting

Better Print Production – Level 1 is an intensive seminar designed to take those centrally involved in advertising quickly and deeply into the changing world of print production. It looks at the process from the vantage point of what a typical manager responsible for the printed piece would see at each production phase. The seminar examines terminology, alternatives, what to look for, decisions to be made at each stage and the cost implications.

Wednesday, March 24

Better Print Production – Level 2

8:30 a.m. – 4:30 p.m.

Level 2 only:

ACA Members \$360 +GST, Non Members \$600 +GST

Instructor: Marg Macleod

President, IBEC Training & Consulting

Continue the learning from Better Print Production – Level 1 in our advanced learning seminar. Please note that Level 1 must be completed prior to attending the Level 2 session. This seminar picks up from Level 1 and continues an in-depth examination of printing processes, including material preparation, color assessment, press run troubleshooting, substrate, bindery and finishing.

Tuesday, March 30 – Wednesday, March 31

Fundamentals of Advertising

8:30 a.m. – 4:30 p.m.

ACA Members \$660 +GST, Non Members \$1,100 +GST

Instructor: Debbie Scoffield, Scoffield

Consulting

This course is designed to offer a solid grounding in basic marketing and advertising concepts. The two-day agenda is structured for a balance of lecture, discussion and workshop exercises. Participants will assess market conditions for a given product and develop an appropriate campaign – a process involving writing positioning statements, selecting a target audience, identifying key product benefits for that marketplace, and writing a media strategy and creative brief.

APRIL 2010

Tuesday, April 6

Newspaper 101: How to buy and leverage newspapers **New course**

8:30 a.m. – 12:30 p.m.

ACA Members \$150 +GST, Non Members \$250 +GST

Instructors: Suzanne Raitt, Canadian Newspaper Association, Kelly Levson, Combase, MeLing Johnston, NADbank

This course has been designed to build an understanding of how to buy and leverage newspapers. To do this, three experts from different organizations will share their insights into the industry.

Thursday, April 8

Hot Legal Issues in Advertising & Marketing

8:30 a.m. – 10:30 a.m.

ACA Members \$100 +GST, Non Members \$175 +GST

Instructor: Brian Fraser

Partner, Gowling Lafleur Henderson LLP

A lively discussion about the Competition Act, consumer protection acts and regulations, contests and promotions, packaging and labeling, special considerations, telemarketing, advertising and intellectual property, privacy law in Canada and uniquely Quebec issues.

Thursday, April 15

Secrets to Getting your Agency to Over-deliver (7 Hidden Truths Revealed)

8:30 a.m. – 4:30 p.m.

ACA Members \$360 +GST, Non Members \$600 +GST

Instructors: Zo Ratansi & Tom Hendrikson Partners, Sixsense Inc.

Learn the eye-opening secrets of getting your agencies to consistently deliver exceptional work. This cutting-edge program combines the *Sixsense Seven Tenets* with energizing exercises and group experience to teach you how to improve communication with your agencies, create output that exceeds expectations and continually improve agency performance.

Thursday, April 22

Working Effectively with Digital Agencies

8:30 a.m. – 4:30 p.m.

ACA Members \$360 +GST, Non Members \$600 +GST

Instructor: Ted Boyd, 58Ninety

This course will examine how digital agencies work to produce solutions for their clients and what it costs relative to the traditional media world. This includes an overview of the differences between traditional and digital media solutions; the impact on media, production and agency resources/fees; and recommendations for dealing with this complexity.

Tuesday, April 27

Building a Marketing Plan

8:30 a.m. – 4:30 p.m.

Building a Marketing Plan only:

ACA Members \$360 +GST, Non Members \$600 +GST

Building a Marketing Plan & Brand Leadership:

ACA Members \$575 +GST, Non Members \$1,020 +GST

Instructor: Debbie Scoffield, Scoffield

Consulting

Participants will leave with a marketing plan format and techniques on how to build an effective plan. The objectives of the workshop are to build on marketing knowledge and understanding; generate an on-target brand position; and develop an effective marketing plan format.

Note: Building a Marketing Plan is a pre-requisite for the Brand Leadership workshop.

Wednesday, April 28

Brand Leadership

8:30 a.m. – 4:30 p.m.

ACA Members \$360 +GST, Non Members \$600 +GST

Instructor: Debbie Scoffield, Scoffield

Consulting

Participants will leave the workshop with a review of the classic Brand Management model and an in-depth look at a new Brand Leadership model to consistently manage a brand to success. This session will investigate organizational structure and processes, brand architecture and brand identity.

Note: Building a Marketing Plan is a pre-requisite for this workshop.

MAY 2010

Tuesday, May 4

Better Magazine Advertising

New course

8:30 a.m. – 12:30 p.m.

ACA Members \$150 +GST, Non Members \$250 +GST

Instructor: Gary Garland

Executive Director of Advertising Services, Magazines Canada

This course will review the latest and greatest information that's available to help you get a handle on how magazine advertising works and how you can get the most from a magazine plan. The course will include an overview of the role and benefits of magazines; magazines in a media mix; creative use of the medium; magazine measurement (PMB, ABC, CCAB, creative testing); tips for working with your agency partners, both media and creative; recent industry trends and future projections.

Thursday, May 6

Better Radio Advertising

8:30 a.m. – 12:30 p.m.

ACA Members \$150 +GST, Non Members \$250 +GST

Instructor: Peter Heron

Vice President, Business Development – National, Radio Marketing Bureau

This hands-on seminar, developed and presented by the Radio Marketing Bureau, focuses on how to analyze, plan, and buy radio advertising. Seminar modules include radio programming, radio measurement, and media planning – all providing practical and relevant insight into making radio work harder, more efficiently, and more effectively. Myths about radio and radio's role in a changing media landscape will be addressed, as will your questions about radio planning.

Tuesday, May 11 – Wednesday, May 12

Negotiation Skills

8:30 a.m. – 4:30 p.m.

ACA Members \$660 +GST, Non Members \$1,100 +GST

Instructor: Kenny Solway, Think Solutions

This highly interactive program is designed to improve your understanding and ability to master the skill of negotiation and enhance the competitive position of your organization by drawing on the latest research and practical experience. Participants will gain expertise in planning for and understanding negotiation situations, knowing what strategies and tactics to apply, leveraging power, creating opportunities for joint gains, developing trade-offs and the face to face skills that lead to mutually beneficial agreements.

Tuesday, May 18

Better Out-of-Home Advertising

8:30 a.m. – 3:00 p.m.

ACA Members \$200 +GST, Non Members \$300 +GST

Instructor: Rosanne Caron

President, Out-of-Home Marketing Association of Canada

The seminar is designed to provide insight into the role and effective use of O-O-H in reaching busy and elusive consumers and how to create O-O-H communication that works. Topics include strategic uses of O-O-H, planning tools, O-O-H creativity and innovation, and emerging trends and developments.

Thursday, May 20

Television: Strategic Planning & Investment Process *New course*

8:30 a.m. – 12:30 p.m.

ACA Members \$150 +GST, Non Members \$250 +GST

Instructors: Theresa Treutler, President & CEO, TVB & Duncan Robertson, Manager, Resource Centre, TVB

This course will outline the (media) steps involved in going from communications brief to reviewing the post campaign achievements of a television execution. Specifically, this seminar will review the process of defining a target audience, profiling their media habits, establishing the optimum media mix, selecting and evaluating individual media vehicles, and in the case of television, constructing the buy.

ACA Course Registration Form

Mr. Mrs. Ms.

Name

Title

Company/Organization

Business Address

City Province Postal Code

Business Phone Business Fax

Email Address

Please register me for:

Presentation Skills March 2 - 3 8:30am - 4:30pm	TORONTO	Member \$660 Non-Member \$1,100
Developing Leadership Skills March 9 8:30am - 4:30pm	TORONTO	Member \$360 Non-Member \$600
Better Print Production - Level 1* March 23 8:30am - 4:30pm	TORONTO	Member \$360 Non-Member \$600
Better Print Production - Level 2* March 24 8:30am - 4:30pm	TORONTO	Member \$360 Non-Member \$600
* Better Print Production - Levels 1 & 2 combined		Member \$575 Non-Member \$1,020
Fundamentals of Advertising March 30 - 31 8:30am - 4:30pm	TORONTO	Member \$660 Non-Member \$1,100
Newspaper 101: How to buy and leverage newspapers April 6 8:30am - 12:30pm	TORONTO	Member \$150 Non-Member \$250
Hot Legal Issues in Advertising & Marketing April 8 8:30am - 10:30am	TORONTO	Member \$100 Non-Member \$175
Secrets to Getting Your Agencies to Over-deliver April 15 8:30am - 4:30pm	TORONTO	Member \$360 Non-Member \$600
Working Effectively with Digital Agencies April 22 8:30am - 4:30pm	TORONTO	Member \$360 Non-Member \$600
Building a Marketing Plan * April 27 8:30am - 4:30pm	TORONTO	Member \$360 Non-Member \$600
Brand Leadership * April 28 8:30am - 4:30pm	TORONTO	Member \$360 Non-Member \$600
* Building a Marketing Plan & Brand Leadership combined		Member \$575 Non-Member \$1,020
Better Magazine Advertising May 4 8:30am - 12:30pm	TORONTO	Member \$150 Non-Member \$250
Better Radio Advertising May 6 8:30am - 12:30pm	TORONTO	Member \$150 Non-Member \$250
Negotiation Skills May 11 - 12 8:30am - 4:30pm	TORONTO	Member \$660 Non-Member \$1,100
Better Out-of-Home Advertising May 18 8:30am - 3:00pm	TORONTO	Member \$200 Non-Member \$300
Television: Strategic Planning & Investment Process May 20 8:30am - 12:30pm	TORONTO	Member \$150 Non-Member \$250

**Customized corporate sessions available.
Contact the ACA for details.**

Subtotal

Plus 5% G.S.T.

Total Payment

G.S.T. #10030 4856 RT0001

Please check one: VISA MasterCard AMEX

Card #

Expiry Date (MM/YY)

Name on Card

Signature

Cancellation Policy: All cancellations must be sent in writing to the ACA. A full refund, less an administrative fee of \$25 will be made on cancellations received by our office at least 10 days prior to course date. Cancellations after this date and "no shows" will not be eligible for refunds. Substitution of one registrant for another person from the same company is permissible any time without penalty. In the event that ACA is forced to cancel the course, ACA is not responsible for any airfare, hotel or other expenses incurred by registrants.

**Fax completed form to:
416-964-0771**

Association of Canadian Advertisers
95 St. Clair Avenue West, Suite 1103, Toronto, ON M4V 1N6
For information on French-language education courses in Montreal, please contact Paul Héту at 514-842-6422.