

ACA's Education Calendar: Fall 2009



DELIVERING HIGH VALUE EDUCATION COURSES AT AN UNBEATABLE PRICE

The ACA's 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

Fall 2009

September 17 September 21-22 September 28	Better Out-of-Home Advertising Presentation & Writing Skills Developing Leadership Skills
October 5-6 October 20 October 22 October 27-28 October 29	Negotiation Skills <i>*NEW COURSE</i> Better Management of Broadcast Production Better Media Strategies Fundamentals of Advertising Better Radio Advertising
November 3 November 4 November 10 November 17 November 24 November 25	Building a Marketing Plan Brand Leadership Hot Legal Issues in Advertising & Marketing Secrets to Getting Your Agencies to Over-deliver (7 Hidden Truths Revealed) Better Print Production (Level 1) Better Print Production (Level 2)

Questions? Please call Davina Wong: (416) 964-1536 or toll-free 1-800-565-0109



Association of Canadian Advertisers
Association canadienne des annonceurs

DRIVING MARKETING SUCCESS

SEPTEMBER 2009

Thursday, September 17

Better Out-of-Home Advertising

8:30 a.m. – 4:30 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.

Monday, Sept. 21 – Tuesday, Sept. 22

Presentation & Writing 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 inherit the mindset, skills, tools and benefits of shifting the focus from themselves to their audience - ultimately delivering a more engaging, persuasive and relevant communication.

Monday, September 28

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.

OCTOBER 2009

Monday, October 5 – Monday, October 6

Negotiation Skills

**New course*

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, October 20

Better Management of Broadcast Production

8:30 a.m. – 4:30 p.m.

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

Instructor: Lesley Parrott

Principal, Lesley Parrott Consulting

This intensive one-day seminar is designed to enhance the understanding of the commercial broadcast production process in Canada. The workshop will provide advertisers with tools to enable them to better assess, challenge and approve agency-negotiated broadcast production estimates to maximize advertising investments.

Thursday, October 22

Better Media Strategies

8:30 a.m. – 4:30 p.m.

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

Instructor: Mary Falbo

President, McDonald & Associates Inc.

This seminar is designed to deliver insights into how to maximize your media dollar investment and improve your media planning and buying processes.

Tuesday, Oct. 27 – Wednesday, Oct. 28

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.

Thursday, October 29

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.

NOVEMBER 2009

Tuesday, November 3

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 Scofield, Scofield 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, November 4

Brand Leadership

8:30 a.m. – 4:30 p.m.

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

Instructor: Debbie Scofield, Scofield 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.

Tuesday, November 10

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.

Tuesday, November 17

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.

Tuesday, November 24

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, November 25

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.

- CUSTOMIZED COURSES -

Individual corporate sessions, customized to meet your team's needs, are available.

Please contact the ACA for further information.

- PLEASE NOTE -

Courses and times are subject to change. Visit www.ACAweb.ca for the most up-to-date course schedule. All sessions take place at:

95 St. Clair Avenue West, Suite 1103, Toronto

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:

Better Out-of-Home Advertising September 17 8:30am – 4:30pm	TORONTO	Member \$200 Non-Member \$300
Presentation & Writing Skills September 21 - 22 8:30am – 4:30pm	TORONTO	Member \$660 Non-Member \$1,100
Developing Leadership Skills September 28 8:30am – 4:30pm	TORONTO	Member \$360 Non-Member \$600
Negotiation Skills October 5 - 6 8:30am – 4:30pm	TORONTO	Member \$660 Non-Member \$1,100
Better Management of Broadcast Productions October 20 8:30am – 4:30pm	TORONTO	Member \$360 Non-Member \$600
Better Media Strategies October 22 8:30am – 4:30pm	TORONTO	Member \$360 Non-Member \$600
Fundamentals of Advertising October 27 - 28 8:30am – 4:30pm	TORONTO	Member \$660 Non-Member \$1,100
Better Radio Advertising October 29 8:30am – 12:30am	TORONTO	Member \$150 Non-Member \$250
Building a Marketing Plan * November 3 8:30am – 4:30pm	TORONTO	Member \$360 Non-Member \$600
Brand Leadership * November 4 8:30am – 4:30pm	TORONTO	Member \$360 Non-Member \$600
* <i>Building a Marketing Plan & Brand Leadership combined</i>		Member \$575 Non-Member \$1,020
Hot Legal Issues in Advertising & Marketing November 10 8:30am – 10:30am	TORONTO	Member \$100 Non-Member \$175
Secrets to Getting Your Agencies to Overdeliver (7 Hidden Truths Revealed) November 17 8:30am – 4:30pm	TORONTO	Member \$360 Non-Member \$600
Better Print Production – Level 1 * November 24 8:30am – 4:30pm	TORONTO	Member \$360 Non-Member \$600
Better Print Production – Level 2 * November 25 8:30am – 4:30pm	TORONTO	Member \$360 Non-Member \$600
* <i>Better Print Production – Levels 1 & 2 combined</i>		Member \$575 Non-Member \$1,020
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: <input type="checkbox"/> VISA <input type="checkbox"/> MasterCard <input type="checkbox"/> 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 Hétu at 514-842-6422.