



Better Management of Broadcast Production

Location: 95 St Clair Avenue West, Suite 1103, Toronto
Session: 8:30am to 4:30pm

An intensive one-day seminar on the commercial broadcast production process in Canada

Instructor:

Lesley Parrott
Principal, Lesley Parrott Consulting

About the course:

Better Management of Broadcast Production is an intensive one-day seminar designed to enhance the understanding of the commercial broadcast production process in Canada. It provides advertisers with tools to enable them to better assess, challenge and approve agency-negotiated broadcast production estimates that ultimately will maximize their advertising investment. Areas covered include:

- Overview of production process (pre, production & post)
- Management of the process
- Explanation of cost drivers
- How to maintain creative integrity during the development and approval processes
- Factors to consider such as talent, music, location, production consultants, etc.
- How to be a better client

About the presenter: Lesley Parrott

Lesley Parrott is Principal of Lesley Parrott Consulting, specializing in the field of personal and team development. She works primarily in the advertising and marketing sectors. Prior to this, Lesley was Senior Vice-President, Director of Education and Development at MacLaren McCann. In this role she developed innovative cross-divisional and cross-discipline training programs. Lesley is a veteran of the Canadian advertising and communications industry and has spent over 25 years at MacLaren McCann and J. Walter Thompson in leadership positions in broadcast production and creative services management.

[Click here](#) to download the course registration form.

For further information, please contact:

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