



EACA INTERNATIONAL ACADEMY

Prospectus 2020-2021

A Short Description of our Lectures & Trainers



In a nutshell

TODAY'S AIMS

The purpose of the School is to help raise professional standards across the communications industry by training and developing the skills and talents of its practitioners.

The EACA believes that it is only by raising their members professional standards that communication agencies will increase both their real and perceived value in the eyes of their clients and thereby ensure that their long term contribution is more highly valued.

The vision for the EACA International School is to become the premier pan-European training and education partner for the communications industry.



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Business Management Skills



**PRACTICAL PROJECT
MANAGEMENT**



**SURVIVING AND THRIVING
WITH PROCUREMENT**



**UNDERSTANDING CLIENTS'
BUSINESS**



NEGOTIATIONS SKILLS

Practical Project Management

WHAT IS IT ABOUT?

This highly-interactive workshop will show participants how to set up a project, how to deliver with control, and how to tackle the inevitable issues that arise. They will learn about the five phases of a project, and why they are important. Topics include: **getting people on-board at the start, project planning, stakeholder management, and dealing with scope creep and risks.**

WHO IS IT FOR?

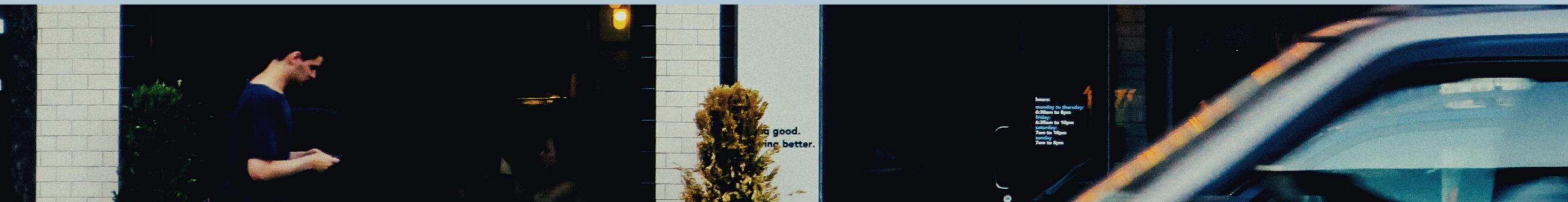
Professionals responsible for delivering projects, who would like more structure and efficiency around their delivery.

GOALS

The purpose of the workshop is to provide participants with the knowledge and skills to effectively deliver projects on time and within budget. On completion of this course, participants will be able to:

- Understand the purpose and nature of the five phases of a project.
- Confidently and immediately apply a suite of tools and techniques that will enhance their projects.

Uyen Vo





Surviving & Thriving with Procurement

WHO IS IT FOR

Anyone employed by an agency currently dealing with and negotiating with Procurement people, or who will be in the coming months.

Typically account handlers, heads of production or finance people or senior management.

GOALS

Improve negotiation outcomes by changing the conversation, protect agency profit margins and achieve all this without confrontation.

WHAT IS IT ABOUT

Procurement people working for your clients have a very clear agenda. Their goal is to save money, specifically to save marketing money. They could be employees of your clients or external cost consultants. This course explains what motivates them, how they operate with their marketing counterparts and describes how best to manage them in order to preserve a fair profit margin for your agency.



Understanding Clients' Business

WHAT IS IT ABOUT?

Only by our people fully understanding our client's business and asking the right questions, rather than answering the wrong ones, can we hope to create initiatives to build our client's businesses, brands and reputations and put client's business back on top of the agenda.

WHO IS IT FOR?

It is aimed at account handlers with at least two years' experience. They will have a good grasp of working with clients but are ready to look for opportunities that exist when they really get under the skin of their business.

GOALS

We aim to give our delegates the tools, motivation and confidence to dig deeper and ask the right questions. Having a deeper grasp of our clients' business will help them win new assignments and create even more effective ideas.

Negotiation Skills

WHAT IS IT ABOUT?

This course is based on the belief that everything in life is a negotiation. It will help you to learn and understand about negotiating more time on a project to negotiating with procurement. The course will be a mix of theory and practice. It will look at the problems that you are dealing with, talk through the methods that you can adopt and help you develop techniques and strategies in order to get you to your BATNA (Best Alternative to a Negotiated Agreement).

This course will walk you through the process and make you more confident next time you are sitting across the table about to negotiate a contract and fees. The practical exercises will be fun but will illustrate the point that both negotiating sides have different agendas and it is about learning how to reach a win.

WHO IS IT FOR?

Everyone involved in negotiation, either with clients or suppliers; those who are expected to protect and develop business margins while maintain strong and positive relationships with their business partners.

GOALS

To help individual learn the principles of negotiation and develop confidence in the process of negotiation; participants will also have the opportunity to use and practice new and useable techniques.

Digital Communication Skills



**BRINGING CREATIVITY INTO
THE DIGITAL WORLD**



**PROGRAMMATIC
ADVERTISING - FUELING
DIGITAL GROWTH**



**SUCCESSFUL SOCIAL
MEDIA CAMPAIGN**

Bringing Creativity Into the Digital World



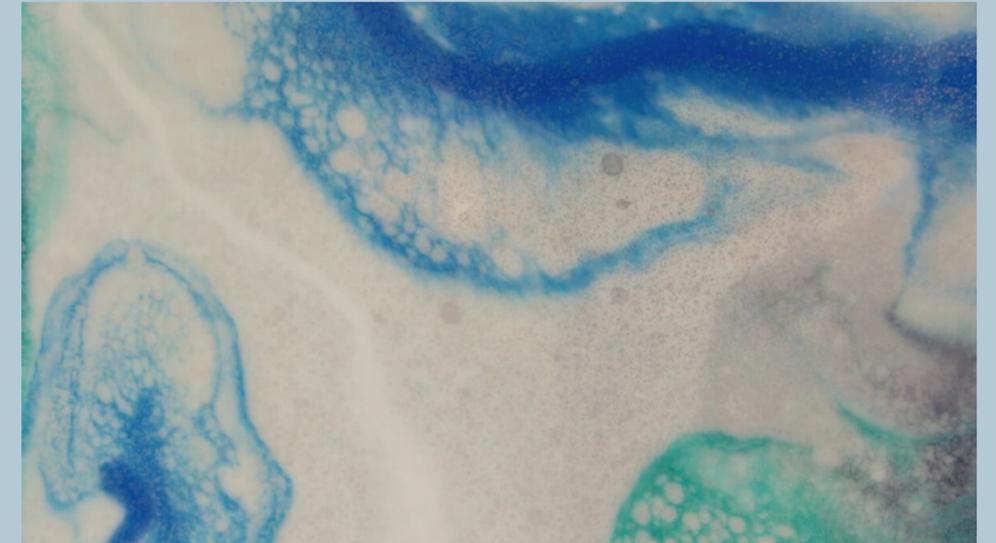
WHAT IS IT ABOUT

This course is about understanding basic principles of creativity – impact, emotional connection and applying them to the digital world. It's also about understanding and applying the fundamental truth in all this – which is that great creativity embraces change. The course provides case histories of great digital campaigns and gives practical advice to help agencies create truly stand-out work.



WHO IS IT FOR

The course is aimed primarily at creative people, but it is useful for anybody involved in presenting creative work in the new media. It provides an understanding that core creative skills that worked in old media can be adapted and applied in the new world, but it also focuses on some of the new skills needed and it shows practical ways to make this happen.



GOALS

The aim of the course is to make people feel empowered in the world of social media and digital innovation. This involves exploring the nature of story-telling for brands, and within this context the course is also helpful for making sure that clients understand how best to use these new media.



Programmatic Advertising- Fueling Digital Growth

WHO IS IT FOR

The course is aimed at senior agency people who are responsible for developing and implementing digital campaigns: Client Service Directors, Group Account Managers, Account Directors, Senior Planners.

GOALS

Participants will get a thorough understanding of the main concepts of Programmatic and its role in the growing digital economy of Europe. Participants will get a thorough understanding of the main Programmatic technologies and key players in the market, and will also understand the main benefits of Programmatic through real-world case-studies and examples, with a focus on the buy-side.

WHAT IS IT ABOUT

With the advent of the real-time digital economy, industries and marketers face unprecedented challenges brought about by an explosion of data and platforms that are transforming the business landscape. The course looks at the current state of programmatic and explains why and how it is perceived as being crucial to the future of advertising.

Graham Wylie



How to Plan A Successful Media Campaign

WHAT IS IT ABOUT?

In this workshop, delegates will learn how to plan a social media campaign based on four pillars: strategy, content creation, campaign planning and measurement. In addition to learning about how to set objectives, engage your customer and measuring against KPIs, delegates will be challenged to apply their knowledge in live exercises and case studies.

WHO IS IT FOR?

Ranging from graduates, young professionals to Social Media Managers, this course is for anyone who is open to learn more about campaign planning.

GOALS

This session will teach participants how to plan a campaign, set objectives, determine budgets and media spend, create engaging content, set up a time planning and apply the right tools and KPIs to measure success and campaign results.

Creative Process Skills



**DIGITAL
STORYTELLING
FOR BRANDS IN A
SOCIAL MEDIA
DRIVEN WORLD**

**CREATIVE IDEA
GENERATION AND
JUDGEMENT**

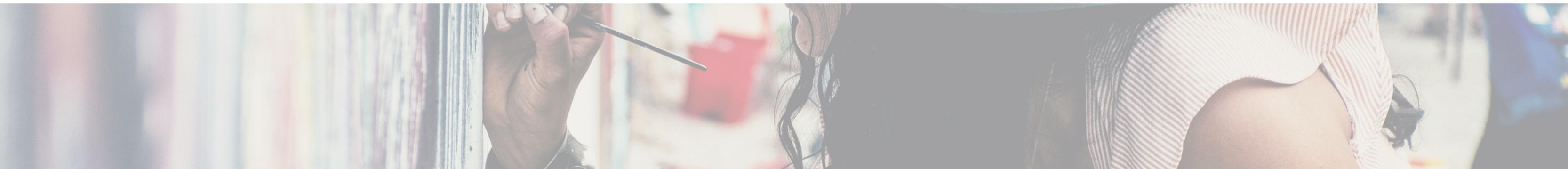
**MAKING CREATIVE BRIEFS
BRIEF AND CREATIVE
BRIEFINGS CREATIVE**

**CREATIVE RADIO
ADVERTISING**

**BREAKING THE
RULES IN
CREATIVITY**

SELLING CREATIVE WORK

**HOW TO COME UP WITH
AN IDEA**



Video storytelling for brands in a social media driven world

GOALS

This session will teach participants how to build a story, what makes a story work, how to play with emotions and empathy and how to structure a successful story. The session is a combination of theory, case studies and group exercises with films and video examples.

WHAT IS IT ABOUT?

This one-day workshop gets to grips with the power of authentic storytelling to build brands in a social media-driven world. We'll explore the neuroscience behind good storytelling, the structure and forms of archetypal storytelling and the building blocks required to create memorable and compelling stories. Participants will be taken through the key stages of story progression and left with a model for the design of hard-hitting and authentic story content. We'll do this through group exercises, class discussion and expert analysis. This seminar can be split into two half-day (3-hour) sections.

WHO IS IT FOR?

Anyone with an interest in how to leverage the power of authentic stories in advertisements. This course is primarily targeted at creatives, but can also be adapted to account managers

Breaking the rules in creativity

WHAT IS IT ABOUT?

Creativity is at the heart of marketing. This course is geared to help anyone working in a creative environment to push them further and achieve breakthrough ideas. As clients demand fresher thinking and as media multiply on a daily basis, the pressure on creative people gets more and more intense. But the key to making the most of this challenging and ever-changing environment is to embrace the whole notion of change. This course is about that, about the commercial need for this kind of creativity and it gives practical advice on getting to the sort of solutions that your competitors won't get to.

WHO IS IT FOR?

This course is aimed at creatives, or at those who want to take an active part in creative workshops. These people are the engine-room of any agency and they have a particular set of pressures.

GOALS

The aim of the course is provide inspiration, support and fresh challenges to people who have the responsibility of developing creative ideas. This course will help you come up with fresher ideas and explore totally new ground.

Steve Henry



Creative idea generation and judgement

WHAT IS IT ABOUT?

It challenges creatives to go beyond the obvious and to find ideas that resonate with consumers and ultimately produce more effective and valuable communication. The course will help creatives develop their understanding of the core strategic requirements of a brief and develop better idea generating techniques, as well as learning and practicing important selling skills. The course will involve analysing some of the best and most inspiring ideas as well as giving delegates the chance to work on briefs, share their ideas and learn from the feedback and comments of their peers and trainer.

WHO IS IT FOR?

This course is run for creatives with five or more years' experience..

GOALS

To help creatives really understand the process and passion needed to generate and judge the best ideas. It looks at techniques for thinking laterally and creatively around a client brief. It will explore different ways of working - solo, in pairs, in teams and accessing on-line communities. It will stress the importance of being open to new influences, but also tackle the issue of when to die on a sword for an idea!

Selling Creative Work

MICKY DENEHY | PAUL BURNS |
PAUL ARNOLD | EACA 2020

Goals

To instil an understanding and confidence in exactly what a brilliant creative idea is, and what are the key elements necessary to create and execute them. The key objective is for all delegates to leave with the ability and confidence to develop and sell powerful and effective ideas. The course will be highly participatory, involving both discussion and activities.

What is it about?

The primary role of an agency is to produce creative executions that drive forward their client's business. This course explains how to develop, execute and sell creative ideas that get talked about - by the consumer, the client and the industry.

Who is it for?

Either creative teams involved in selling their own work or for account handlers who need to really understand creative ideas and sell them persuasively - first time!



Making creative briefs brief and creative briefings creative

WHO IS IT FOR

Account Handlers, Planners and Brand Managers with 1-5 years experience.

People who currently write briefs or want to become more involved in developing the Creative Brief and inspiring the creative process.

GOALS

To enable delegates to write and contribute to brilliant and inspiring Creative Briefs. To recognise that better briefs, better briefing and better workloads to a better relationships and better work.

WHAT IS IT ABOUT

Creative Briefs are the key instruction to a creative team. The clearer and more unambiguous it is, the more likely the creative work will be brilliant and right first time. That's why it's critical we understand how a great creative brief is written. In this course we will explore the key parts of a Creative Brief and how to write them in an inspiring way. We will also look at how we brief our creative partners as this can be as important as the written brief itself.



Your Creative Voice

HOW TO COME UP WITH AN IDEA

WHAT IS IT ABOUT?

In this workshop, students analyse world's best, award-winning advertisements and try to find common thinking constructions in them. The tools they gain during the session makes the creative process much easier and much more effective. During the session students create ads using newly acquired tools.

WHO IS IT FOR?

It's for junior copywriters and art directors but also for all those who want to participate in creating advertisements and don't know how to start.

GOALS

The aim of this workshop is to help students, young copywriters and art directors, in the most difficult part of their work - coming up with ideas. To give them tools to easily generate new ideas for various media.

Strategic Planning Skills



**APPLYING
BEHAVIOURAL
ECONOMICS TO
BUILDING BRANDS**

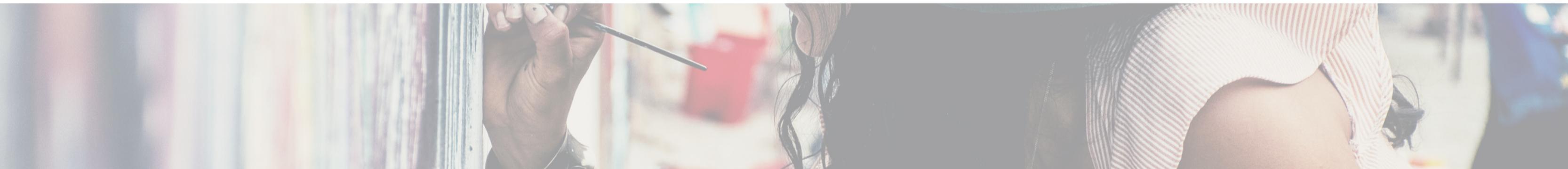
**THE POWER AND MAGIC
OF STORYTELLING IN
BUSINESS**

**JUDGING AND PROVING
CAMPAIGN
EFFECTIVENESS**

**COMMUNICATION
EFFECTIVENESS:
MARKETING
CAMPAIGNS**

SHOPPER MARKETING

**DISCOVER YOUR BRAND
PURPOSE**



Applying behavioural economics to building brands

WHO IS IT FOR?

Anyone involved in the development of campaigns – Account Directors, Account Planners and Creatives are all encouraged to attend.

WHAT IS IT ABOUT

The way we assumed behavior was influenced has been turned upside down by major advances in neuroscience. With greater pressure on the need to develop communications that deliver hard numbers, it is essential that communication practitioners are familiar with these principles. Indeed, 78% of all agencies are already well versed in these skills. Without these skills it is likely you will lose out to more effective agencies.

GOALS

To instill an understanding of, and confidence in, the key principles of Behavioral Economics. The workshop will encourage each delegate to think of specific examples of how they could apply each principle to their clients' business, meaning they will come away with at least 3 ways of dramatically increasing growth in their clients' business. The workshop will be highly participatory, involving both discussion and activities.

Communication effectiveness: Marketing Campaigns

WHAT IS IT ABOUT?

Brands invest considerable amounts of time, effort and money defining their brand identity, however this image may not be reflective of how the target audience views it. Assessing how people perceive your brand experience can be achieved in many ways. From message, placement and creative... there are many elements needed in creating the perfect ad campaign, yet it can be difficult to isolate how each contributes.

WHO IS IT FOR?

Strategic Planners or anyone with an interest in how to create effective and successful communications and marketing campaigns.

GOALS

This course will teach you how to measure the impact of your marketing campaign on people's perception, to understand whether your campaign has resonated and your creative cuts through.

Ben Pask



The power and magic of storytelling in business



WHAT IS IT ABOUT

Our success as a manager/leader is directly related to our personal ability to inspire others to help us make things happen. Storytelling is an invaluable skill that engages people emotionally and convinces beyond logical reasoning.

WHO IS IT FOR

Account Handlers and Strategic Planners looking to become more persuasive and memorable business communicators.

GOALS

To instil an understanding and confidence in the key skills of business storytelling. The workshop will focus on identifying the different roles of storytelling in a business. It will explore the different types of stories that exist, and the key components that make up any story. Each person will be encouraged to take a real business/management issue they face and explore it through story. At the end of the course the delegates will be able to more successfully use story to help convince others of their point of view. The workshop will be highly participatory, involving both discussion and activities.

Shopper marketing

RACHELLE WOOD | EACA 2020

What is it about?

Many agencies are offering Shopper Marketing services but do they have a robust & effective commercial offer? Do they integrate shopper into comprehensive brand strategies? This training session takes you through the process of understanding the key commercial role for shopper marketing through exploring the roles of value, variety and visibility. You will learn the principles of planning, executing and measuring in-store activities as well as learn from examples of best practice shopper marketing.

Goals

Delegates will have a clear understanding of how to build a more engaging & effective shopper marketing strategy. They will learn how to develop shopper marketing based against clear commercial objective and how to drive and measure the ROI of these activities.

Who is it for?

Agency account handlers and planners who are responsible for developing shopper marketing campaigns, as well as being of real value to client brand and marketing managers.

WHAT IS IT ABOUT?

With ever increasing pressures on corporate finance, The C suite are demanding the Marketing Department 'Show them the money'. It is in the shared interest of both Agency and Client to demonstrate the effectiveness of their campaigns - not only to secure future funds but also as a critical stage to learn and improve from.

WHO IS IT FOR?

This workshop is for anyone who is looking to be provided with key skills, strategies and mindsets to help set-up, measure and prove beyond reasonable doubt the effectiveness of a campaign.

GOALS

The workshop will cover the need to start early to collect the data; How to interrogate the data to find the story inside the numbers; The need to discount any other factors that could have influenced sales. Demonstrating a clear correlation between communication and the end sales impact. We will then conclude by showing how to work out the Return on Marketing Investment. Finally we will discuss many of the practical aspects and difficulties of putting together a coherent case. At the end of the workshop, the delegates will be more confident in writing a compelling effectiveness paper.

Judging and proving campaign effectiveness

Paul Arnold | EACA 2020

Discover Your Brand Purpose

WHAT IS IT ABOUT?

Being purpose-centred is like teenage sex - everyone claims they're doing it, not many people are and those that are, aren't doing it very well. Learn from one of the leading experts on creativity and purpose about how to put purpose at the heart of everything your brand does so you can develop breakthrough innovation.

WHO IS IT FOR?

This one-day workshop is for advertising and communication agency CEOs, Planning Directors and Senior Account Directors who are either receiving requests from their clients about how to develop and deliver a brand purpose that leads to a greater impact or just believe this is the correct thing to do for their clients.

GOALS

You will leave this workshop with a set of tools to help you develop brand purpose and a strategy to do so for your clients. More specifically, Alex will explain: why purpose is trending today; why brands need to change; why most brands fail to realize their purposes; how to put purpose at the heart of everything your brand does; how to develop brand purpose and organization purpose; how to develop a purpose-centered value proposition and sustainable business model that fuels innovation and changes the culture; and how to develop a 100-Day Plan to create unstoppable momentum

Senior Management Skills



**GROWTH, NEW BUSINESS
AND PITCHING SKILLS**



**MANAGING MULTI-
DISCIPLINE PROJECT
TEAMS**



**EMBRACING AND LEADING
CHANGE**





Growth, new business and pitching skills

Micky Denehy

WHAT IS IT ABOUT

This course is designed to give participants the skills to actively involve themselves in the business of new business and to contribute significantly to the growth of their company. Participants will learn and practice both the skills needed for prospecting for new business opportunities and those needed to run and win pitches. The course will help delegates understand the need to develop a clear and differentiated positioning for their agency and give them the skills needed to make the most of every pitch opportunity.

WHO IS IT FOR

This course is designed for agency employees from all disciplines with at least five years' experience and is not designed solely for new business directors; in tough economic times. Winning new business is the life line for every agency, and everyone in the agency must share responsibility for attracting and winning new clients.

GOALS

Participants will learn the truth about what clients love and hate about pitching agencies, why they really change agencies and key tips on how to manage resources in the most efficient way whilst working as a team.



Managing multi- discipline project teams

WHAT IS IT ABOUT

With the massive growth of media opportunities to engage with our target consumers, we are seeing an increasing tendency of a multitude of agencies being brought together to work on developing an integrated solution. This brings with it a whole host of issues which, if left unresolved, can undermine the effectiveness of the team and the ability to develop strong, effective, consistent communications.

WHO IS IT FOR

This workshop can either be run for an integrated multi-discipline team, or for any Account Director or Client who is working (and often frustrated) with a multi-agency team.

GOALS

To provide the awareness, skills and strategies to help improve the effectiveness of running a multidiscipline team. The workshop will focus on identifying the issues and blocks and co-create solutions to address the issues. It will also provide some key skills and belief systems to help improve the way people manage such complex teams. The workshop's content is driven by the course leader's research from interviewing over 30 integrated team leaders and his own experience of running a global team.

Embracing and leading change



WHAT IS IT ABOUT

This course will equip leaders within the marketing and media environments to react nimbly and decisively to identify, seize and maximise the opportunities that change brings. It covers the key skills and behaviours a leader needs in order to survive and thrive in our constantly changing business environment.



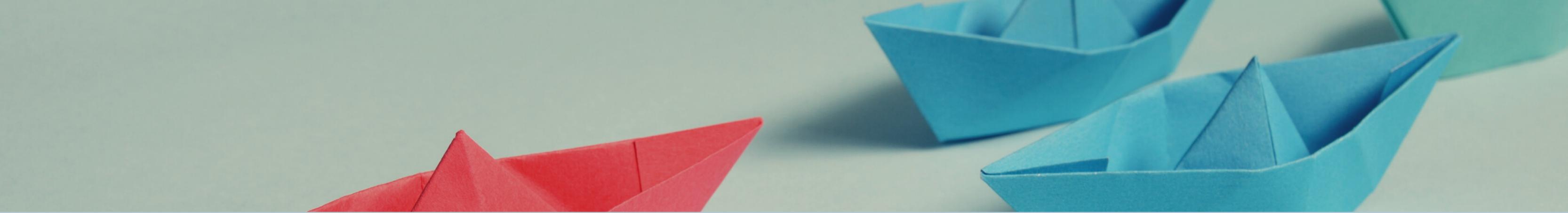
WHO IS IT FOR

The course is aimed at senior managers or anyone in the marketing and media space who want to sharpen their change skills. This course is a prerequisite for managers who want to remain at the cutting edge of the mastery of change.



GOALS

Delegates will benefit from a highly interactive and participative environment in which to practice new skills and receive feedback. The learning will be placed firmly in the context of their current challenges in leading change.



WHAT IS IT ABOUT?

The programme is an opportunity to define and enhance your own leadership style as you transition into a more senior management role. You will learn how to leverage your strengths and address areas of weakness, to ensure a successful start and immediate impact in the new role. You will build the skills needed to lead confidently, forging trust and effective collaboration to drive performance and achieve goals through other people. You will develop an understanding of how to communicate flexibly, whether for goal-setting and motivating, for upwards influence or to have robust conversations with clients.

WHO IS IT FOR?

Leaders about to take the next step up in their career, who are keen to prepare for success. Or leaders who have been in role a while who have become aware of areas where some focused development will make them more effective.

GOALS

To increase the confidence and skills of leaders stepping into bigger roles. To permit the letting go of unhelpful constraints or behaviours and to support a rapid transformation into a productive and fully-effective member of a leadership or management team.

Pitching and Presentation Skills



**CONNECTING CONTENT
AND AUDIENCE**



**MAXIMIZING YOUR
PERSONAL IMPACT,
AUTHORITY AND
CONFIDENCE**



**STORYTELLING AND
MAKING COMPLEX
ARGUMENTS BUYABLE'**



Connecting content and audience

WHO IS IT FOR

This workshop would benefit anyone who represents their company at a mid to senior level and seeks to communicate more persuasively; polish their personal qualities; develop leadership competencies.

GOALS

This workshop offers space and time to dig down, look closely at how you are currently connecting with yourself, your work and others. The spirit of the day is enquiry, openness, exploration, discovery, support...and fun!

WHAT IS IT ABOUT

This workshop provides a structured exploration into the development of influence, persuasion, emotional intelligence and personal impact. The key elements are focused around the principles of each individual's 'Zone of Excellence' and the ways in which behavioral patterns and habits can be fine-tuned to give us insight and therefore more choice and ultimately more confidence. Equally, to recognize the tired, out-moded habits which no longer serve us and to identify the 'inner critic, that voice that drains our confidence and stops our progress. The opportunity is for a more conscious and emotional connection with ourselves and those we seek to influence. It is a great foundation for continued personal development and empowerment.

Siobhan Stanley

WHAT IS IT ABOUT

This course is concerned with these and other powerful questions: Do you feel fresh and switched-on when engaging with the people you meet? Do you believe in the power of your own influence? Can you liberate a presentation from the dreary captivity of PowerPoint! Are you making the most of language, verbal and non-verbal?

This course is designed to help develop and improve the communication skills of every participant and help coach them towards communicating with more authority, confidence, clarity and connection.

WHO IS IT FOR

People of all levels of experience who want, or need, to develop more personal impact and confidence. The course will help all participants find their 'performance' voice and learn how to project themselves brilliantly.

GOALS

There's great pleasure to be had in the powerful business relationships we build when we learn to develop our innate ability to connect and inspire. A little phrase trainers love to use: "people fall into one of two camps, Radiators (who give out heat and energy) or Drains (who take away heat and energy)." Be a Radiator!

Maximising your personal impact, authority and confidence

Siobhan Stanley

Storytelling and making complex arguments buyable'

WHAT IS IT ABOUT?

Clients and Agencies often have to present complex ideas. These may be creative ideas, strategic and communications ideas or detailed data analysis. Often the focus is lost and teams lose sight of the argument and fail to present it in the most compelling way. This often results in missed opportunities and Clients and Agencies not being convinced of each others points of view.

WHO IS IT FOR?

This course is particularly helpful for those in all types of Agency who are involved in having to convince colleagues and Clients and other Agency partners of their proposals and arguments.

GOALS

To instill in delegates the skills to be able to utilise our unique, clear and simple methodology for constructing an argument so that it's clear to understand and easy to 'buy' for all types of audience.

Paul Burns



Building a strong team



**LIFTING THE MORALE OF A
TEAM**



**MOTIVATING TEAMS FOR
OPTIMAL PERFORMANCE**



**HOW TO LEAD YOUR TEAM
TOWARDS HAPPINESS AND
PERFORMANCE**



**GROWTH THROUGH
RESILIENCE**

Lifting the morale of a team

WHAT IS IT ABOUT?

We have all been finding it tough the past few years. Teams are being asked to climb yet another mountain under increasing stress and strain – yet with no prospect of a pay rise... So how do we motivate a team that we have stretched to the limit? This course is designed to help lift the spirits of a team – to help them find their own internal levels of motivation.

WHO IS IT FOR?

For any team that is under-functioning or in need of finding a new level of energy and shared commitment.

GOALS

The course is designed to re-invigorate a team by helping to align their personal objectives and values to that of the team/organisation. The workshop will help the team become more focused on opportunity rather than problems. It will encourage the team to identify the key blocks and empower them to develop workable solutions to the problems. At the end of the course the delegates will be more self-aware and more committed. The workshop will be highly participatory, involving both discussion and activities.

Elissa Telfer



Motivating teams for optimal performance

WHAT IS IT ABOUT?

This is a structured facilitation which offers an opportunity for a team to take valuable time away from their daily routine to share and connect with nothing more on the agenda than how best they can co-create an energised, highly-functioning 'work community', build meaningful relationships and establish optimal business practices. It is a time to discuss visions for the future and also address what may currently be blocking the success or health of the team.

WHO IS IT FOR?

Any team (from long-standing to newly formed teams), local or across different geographies, small or large. It is for teams who would like to both consolidate relationships and inter-communication and for those teams who struggle with focus, results or cohesion.

GOALS

This workshop offers knowledge, sharing, practice, and support. From knowing how to re-evaluate professional boundaries (mate or manager?), to active listening, delivering powerful and motivational feedback, to structuring a team charter.



How to Lead your Team Towards Happiness and Performance

Dalia Lourenço | EACA 2020

WHAT IS IT ABOUT

This workshop gives managers hands-on experience with the skills and tools required for effective leadership, powerful team communication and top notch productivity. Key lessons learned will be:

- How to avoid the productivity trap and lead a team that works smarter, not harder
- How to prioritize and delegate tasks effectively
- How to communicate as a leader, not a boss
- How to harness your team's power to resolve problems and generate groundbreaking ideas and strategies
- How to keep your team motivated

WHO IS IT FOR

The course is aimed at senior agency people who are responsible for leading teams.

GOALS

You will fundamentally change the way you think about workplace productivity. You will leave empowered with the skills to deliver your message, lead by example and become an influential leader heading teams that deliver BIG results.

Growth through resilience

PAUL ARNOLD | EACA 2020

What is it about?

Life is getting more complex and pressurized. We all get knocks in life - but people deal with it differently. Some seem to have the power to brush it off and keep pushing on, whilst others crumble. This workshop provides people with insights and tools to better deal with the pressures in life - be it at work or at home.

Goals

To instill skills and strategies to help overcome the pressures and setbacks in agency life. At the end of the course the delegates will be more self aware and better equipped to help ride through the pressures of agency life in a positive, constructive manner.

Who is it for?

Primarily aimed at Account Manager/Director level with 2-6 years experience (in whatever function they are in). It's for people who want to live the Hero's journey.

Trainers

ALEX INCHBALD

BEN PASK

DALIA LOURENÇO

DAVID MEIKLE

ELISSA TELFER

HILARY FRASER

GRAHAM WYLIE KATARZYNA

DRAGOVIC

MICKY DENEHY

PAUL ARNOLD

PAUL BURNS

PETER RUDGE

RACHELLE WOOD

SIOBHAN STANLEY

LYNSEY SWEALES

STEVE HENRY

UYEN VO

EOQAC

INTERNATIONAL

ACADEMY





ALEX INCHBALD

Alexander specializes in creativity, purpose and innovation. He has helped some of the world's leading brands become more purpose-centred including HP, Samsung, The Red Cross, P&G, Vodafone and Mercedes. He is an extreme artist, author of #Balance - how leaders, teams and organisations can transition from problem to purpose to leave the legacy they were born to create - and a sought after business and communications strategist.

Alexander started his career at Unilever in marketing where he helped write the first guidelines for internet marketers before helping to found digital@jwt at JWT in London. After moving to Geneva, he created a communications agency with the former directors of Saatchi & Saatchi and worked on all of the 17 of The United Nations Sustainable Development Goals for organizations like The United Nations, The World Health Organization, Gavi - the vaccine alliance, The Global Fund against AIDS, Malaria and Tuberculosis, The Red Cross.

Most recently he co-founded Creative Leadership Partners to help individuals, brands and organisations put purpose at the heart of everything they do. In the last 18 months, he has helped over 100 leaders articulate their personal purpose and over a dozen brands and organisations articulate their purpose. Alex has a broad knowledge of many industries and deep knowledge of health, education, technology, consumer goods and social entrepreneurship.



BEN PASK

Ben Pask is the Managing Director of Rare Consulting, a UK based marketing and insights consultancy. From brand research, customer research, audience segmentation, advertising effectiveness and beyond... Rare Consulting uses the perfect blend of qualitative and quantitative research techniques to provide clients with clarity to their everyday marketing problems.

Prior to Rare Consulting, Ben worked for Econsultancy as a Strategic Trainer, as a Subject Matter Expert and Trainer at the Academy of Digital Business Leaders, as well as a Senior Strategist at STEEL London and Senior Research Analyst at Nielsen.



DALIA LAURENCO

As a productivity coach with a background as a communications consultant for international organisations, Dalia helps professionals become at least 80% more productive and increase profit margins by at least 68%.

By applying real-life experience and approaches to productivity coaching, she helps transform the lives of driven professionals who desire to find their focus, become more productive than ever before and make their goals a reality.



DAVID MEIKLE

Prior to founding his consultancy business, David had been a career advertising man. After early days in regional agencies, David joined Grey Worldwide in 1995 and rose quickly to Board Director. David ran Grey's flagship creative accounts such as Allied Dunbar, Ben Sherman and Nokia.

In 2000, David joined Ogilvy & Mather London as a Business Director running the BP Retail business across Europe, latterly he worked on Nestle, GSK and the COI. Three years later, David was appointed Managing Director of Ogilvy Moscow, which became Ogilvy's fastest growing office in Europe. Whilst in Russia, David became Group Managing Director having established a further five companies within the Ogilvy Group and grew revenues by more than 400%.

But four years of Moscow was enough, so in 2008 David conceived of and launched Salt. David's clients included The Post Office, EMI, General Healthcare Group and ISBA on the client side and agencies such as Ogilvy, McCann Erickson, DDB, BBDO and MediaCom. In 2017 David relaunched his consultancy naming it after his first book How to Buy a Gorilla. How to Buy a Gorilla was launched to unanimous critical acclaim in June 2017 both in the UK and in the United States. Since then David has been delivering further training and delivering keynote speeches for the IPA, the Canadian ICA, TBWA Asia, the Market Research Society and many others.





ELISSA TELFER

Elissa is founder and Director of Attitude Inc., a consulting and training company which works with senior executives and their teams to win and grow business and negotiate better deals. Elissa is also a seasoned coach who has worked on many live pitches, assisting clients to win competitive pieces of business.

Much of Elissa's time is spent developing and delivering training for clients in the Advertising & Media Industries. including programmes and coaching on presenting, negotiating, influencing, sales, business development, leadership and pitching. Elissa spent 10 years working with rogenSi, a global consultancy specialising in high stakes communication, where she was a Principal Consultant and part of the London Leadership team.

Elissa is based in London and has worked with clients in many other locations including the USA, China, Australia, France, Spain, Italy, Germany and Russia.

Clients in the advertising and media industries that Elissa has worked with include MSN, Microsoft Advertising, Zenith, Zenith Optimedia, M&C Saatchi, IPA, Abbot Mead Vickers BBDO, BBC, Leo Burnett, McCann Erickson, Saatchi & Saatchi and TBWA.



GRAHAM WYLIE

Graham Wylie is the Senior Director of EMEA and APAC Marketing at AppNexus Europe Ltd. Graham leads marketing for AppNexus across the rapidly growing EMEA and APAC regions; driving the transformative impact of real-time advertising for Publishers, Agencies and Brands.

Graham is an active member of the IAB community and advocate for innovation. Working closely with colleagues in New York, London, Paris, Hamburg, Singapore and Sydney he is part of an AppNexus team that is delivering the technology that powers the advertising that powers the Internet.

Prior to his current role, Graham held a number of senior client-side marketing positions before building a B2B focused consultancy and agency business. Graham is a contributing writer for B2B Marketing Magazine, presents on a breadth of marketing topics and is a judge for several UK & EMEA focused Sales & Marketing awards. Previously, Graham was a Group Director of Product and Marketing at Steljes Ltd. Graham earned his B.S. degree in Geography from University of Exeter.



KATARZYNA DRAGOVIC



Katarzyna has been in advertising since 1993 , where she worked for DMB & B, J.Walter Thompson, McCann-Erickson, EURO RSCG), from a copywriter to a creative director. She is the winner of Polish and international advertising awards, such as the Clio, Epica, Kreatura, Effie, Złote Orły and has been a jury member of Polish and foreign advertising festivals, such as the New York Festivals, Kreatura, Golden Eagles, KTR, POPAi, Kodak Film Festival.

Katarzyna is currently the Ambassador of the Golden Drum international advertising festival and a communication expert for government organizations.

She has published in Polish and foreign industry publications, such as the New Moment, Magazine For Art And Advertising, Impact, Pro-Creation, Brief, Media & Marketing and is the co-author of the book "Directing of TV commercials".

Before founding the Szkola Mistrzow Reklamy (Advertising Masters School) - the only Polish portfolio school- she was a lecturer at the Miami Ad School Warsaw, Minneapolis College of Art and Design, Lodz Film School, Warsaw University, Warsaw School of Economics.



LYNSEY SWEALES

Having worked in digital marketing for over 17 years on both the strategic delivery side and training side I'm very lucky to have worked with some of the world's leading brands. I love nothing better than using my technical knowledge and hands-on experience to help global organisations grow their business in international markets alongside helping smaller brands on the next step of their digital journey of success.

As well as delivering training & talking at international conferences for SocialB clients I'm also very privileged to be a Google Partner Trainer for the Google Digital Academy, which as part of the Google Masterclass program delivers training on all aspects of the Mobile Masterclass and Brand Solutions at Google offices across EMEA.

SocialB offers digital marketing services and training to help businesses and agencies with daily challenges and the opportunity that technology and digitalisation brings. They offer complete digital solutions, help with online marketing campaigns and advice website design tailored to your needs.





MICKY DENEHY

With 27 years' experience in the advertising industry, Micky's advertising career has included account handling roles in London for Ogilvy & Mather and the iconic Gold Greenlees Trott, (when he was chosen as a Campaign Magazine "Face to Watch"). This was followed by two overseas appointments as CEO of Bates agencies in Istanbul and Dubai, as well as senior regional management and new business / Chief Marketing Officer roles for Bates Europe and Saatchi & Saatchi EMEA.

Micky has a passion for international culture and business and a vocational interest in education. Throughout his career he has helped run training programmes for agency employees across Europe and has consistently received outstanding feedback for his courses.

Micky is the founding principal of the EACA International School and is committed to helping raise the professional standards of the communications industry across the region. He is also a board member of edcom (the European Institute for Commercial Communications Education).

When not working, Micky can be found playing competitive hockey as well as training the 'next generation' of youngsters at Reading Hockey Club.

PAUL ARNOLD

Following a brief spell walking around with a sandwich board (“I’m Paul and I want a job in advertising”), Paul spent 14 years at Saatchi’s running a number of European accounts such as Reckitts and Hewlett Packard, as well as heading up training. He launched the Saatchi MBA and developed and sold courses to the European network.

In 1998, Paul moved to Grey Advertising to head up GlaxoSmithKline’s global toothpaste advertising, developing work in over 70 markets worldwide. In 2005, he switched roles, becoming Global Strategic Planner on GSK brands. Paul has since won six Euro Effie’s over the years (and is now a judge on the EuroEffies panel). Paul has always been a passionate learner. He has an MBA, MSc in Organisational Change and Master Practitioner in Neuro Linguistic Programming (modelling of successful behaviour patterns) and is a trained Executive coach. He has also invested in many extensive personal development courses that have taken him around the world. Paul left Grey in 2009 to set up his own training consultancy. He is a visiting lecturer at Westminster University and has run sessions at HULT and INSEEC. Paul has run numerous successful workshops with most of the major advertising agencies and clients around the world including Group M, Publicis, Leo Burnett, Mullen Lowe, Grey, Saatchi & Saatchi, Zenith Optimedia, Geometry, Mullen Lowe, Cheil, Innocean, Fallon, Wieden & Kennedy, Google, Barclays, RBS, EY, Invesco, BT, Sainsburys, Virgin Atlantic, TX Maxx, Camelot, SAB Miller - to name but a few!



PAUL BURNS



Paul spent 24 years at Saatchi & Saatchi and worked on some of the UK's most iconic campaigns. He was a key figure in the first Camelot bid for The National Lottery and was the biggest ever advertising account win in the UK. He has also worked on fast turnaround business on News International and led teams on large and complex financial brands and run countless Blue Chip fmcg brands.

Paul's other passion is people and he ran Saatchi & Saatchi's Training and Development program for 8 years. He's won more Advertising Training awards in the UK than anyone in the advertising industry, winning IPA Gold awards in 2002 and 2006 and a Silver in 2004 and has also been recognised with two special awards from the IPA for long-term commitment to training and development and for being the best training director. He chaired the IPA training forum for three years and ran an advertising course at Westminster University and is a regular speaker at other universities on the communications industry.



PETER RUDGE

Peter Rudge is Duckrabbit's Managing Director. He executive produces Duckrabbit's work. Before joining the company in 2011, he worked for the UK diplomatic service in Italy and Ethiopia. He is the Vice-Chairman of the charity Hostage International.

Duckrabbit is a film production and training company. They tell heartfelt stories in film for commercial, charity and broadcast clients. They also run audio-visual storytelling, production and communications training in the UK and internationally.





RACHELLE WOODS

Rachelle has spent her career focused on developing shopper strategies and campaigns to grow categories for both Retailers and Brands. She is passionate about understanding shoppers and sharing that knowledge and passion to develop others.

Having originally started her career in Retail Banking, Rachelle spent 5 years at Tesco successfully delivering shopper centric programmes and ranges. Subsequently Rachelle spent 9 years at Bacardi Martini delivering category, customer marketing and shopper marketing strategies across several brands and categories. This move allowed Rachelle to develop a unique perspective combining category and brand thinking with retailer, supplier and agency experience.

Rachelle now runs her own consultancy providing category development and shopper marketing support and training to clients across brand, retailer and agency arenas. Outside of work Rachelle is a keen tennis player and musician.





SIOBHAN STANLEY

Siobhan spent 11 years working in a variety of roles with Saatchi & Saatchi, primarily in New Business EMEA and Cereal Partners WW. Today she is Founder and Director of her own training business, Inside Out Coaching Ltd and works as a personal development coach, trainer and NLP practitioner. She works both in the private and corporate sectors.

Currently her corporate work is in creative, new media and IT industries. She designs and delivers bespoke workshops in: personal impact; rapport and relationship building; confidence and assertiveness; presentation and media skills; performance anxiety; management and leadership training; team repurposing and development; master classes in coaching.

Siobhan's private coaching practice has a diverse body of clients from barristers, small business holders, IT start ups, to writers and artists. Prior to her move into advertising and training Siobhan enjoyed a long and successful career as a performing artist.

She trained at The Royal Ballet School and was professionally engaged as a soloist with The Royal Ballet and Sadler's Wells Royal Ballet for over 20 years.

STEVE HENRY

Steve was the youngest person included in Campaign magazine's Hall of Fame - a list of the 40 most influential people in UK advertising over the last 50 years. He was a founder and Creative Director of Howell Henry Chaldecott Lury (HHCL) - voted Campaign's Agency of the Year three times and Campaign's Agency of the Decade in 2000. This unique award was given for HHCL's "iconoclastic attitude both to the work and the way it does business".

After HHCL, Steve spent two years as Executive Creative Director at TBWA/ London, where he oversaw multi-platform work for: Playstation, Adidas, McDonald's, Apple, Starburst, Skittles, Nissan Qashqai, and Elastoplast. Steve has won most major creative awards, including coveted D&AD Gold Pencil, Grand Prix at Cannes, Grand Prix at the British Television Awards, President's Award at the Royal Television Society Awards and President's Award at Creative Circle (twice).

He has spoken at advertising conferences in Britain, United States, Europe, Hong Kong, South Africa, Malaysia, Australia, Thailand, Bali and China.





UYEN VO

Uyen Vo founded Fierce Consulting in 2016 to help team leaders build productive, happy teams through her interactive training workshops.

She shows people how to deliver projects effectively, be more productive, and feel resilient. In a world where things move quickly, the ability to stay on top of workloads, relationships and personal wellbeing is critical.

Uyen offers a unique blend of warmth and common sense, paired with razor-sharp content underpinned by thorough research and design. Recent clients include The North Face, Brother International and TJX Europe.

After graduating from the University of Cambridge with a BA Hons in Economics, Uyen joined Lloyds Banking Group in the City of London. Thereafter, Uyen moved into people development and was responsible for a team of over 300 people. She managed all people-related activities including performance management, talent development and compensation. She has also worked in corporate social responsibility and been a consultant, and has lived and worked in Japan and the USA.

