

# the marketors



## Workshop Overview

As a client you want to set the pace and demand outstanding work from agency partners. This course provides guidelines and practical tips on how to work efficiently with agency partners to develop effective creative campaigns. Everything from briefing the agency and building a client / agency relationship to managing an agency and evaluating creative presentations are covered.



## Benefits

By attending this workshop you will gain a thorough understanding your agency partners and their capabilities, you will learn about the creative process, capabilities, the dos and don'ts and ultimately how to write a brief in the most effective way. You will confidently articulate expectations and set and manage times and deadlines as well as giving constructive feedback.

## Outcomes & Content

- ✓ Why a great brief is so important
- ✓ Key principles of great briefs
- ✓ Nuances between briefs
- ✓ How to understand agency partners
- ✓ Turning insights into compelling propositions
- ✓ Key principles of great briefs and briefing session
- ✓ Get the maximum out of the creative process
- ✓ Forging and building relationships



## Who should attend ?

This course is aimed at all levels of marketers involved in the planning and implementation of marketing communications campaigns. It is applicable to advertising, design, digital, DM, PR, promotions, events, B2C and B2B, local and international agencies.



## ABOUT US

The Marketors are the training arm of the POLARIS group providing organisations with a global network of thought leaders, trainers and subject matter experts who spearhead excellence across the marketing profession.

Our vision is to revolutionise the way in which marketing and sales training is delivered, received and used, in order to create actionable insights, personal development and drive business growth.

We aim to raise capability and empower individuals and businesses to improve their performance, return on investments and economic growth.



100

Countries



50

languages



250

Trainers



180

Courses







## RAISING CAPABILITIES

Working with The Marketors gives you exposure to the best-practice techniques that have been tried and tested across some of the world's largest brands. All of the training we design and deliver is shaped by insights, has a practical focus, and has the aim of raising capabilities and creating a positive and transformational impact.

We build world-class performance through our customised and bespoke solutions which are driven entirely by business needs. Our global reach, extensive knowledge and vast experience ensures that no matter what the business issue, we can be relied upon to improve your marketing, communications and sales capabilities.



### Global Reach

Flexible and diverse trainer pool



### People Transformation

Behavioural change experts



### Business Impact

Propelling people's performance

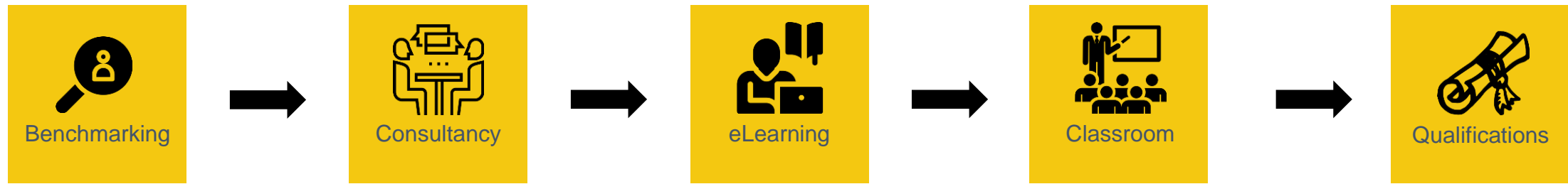


### Bespoke Solutions

Made to measure learning.

## OUR APPROACH

We work with organisations all over the world to help them raise their capability in sales and marketing to support and drive their business strategy. Positive and transformational impact is at the heart of our offerings and our approach is consultative, solution oriented and focused upon measurable results for the individual and organisation. We act as your learning partner by bringing together some of the world's leading companies, marketing experts, consultants and trainers.



SOSTAC®

Smart  
Insights

The Marketing &  
Leadership Academy  
Aspire to Inspire

CS Circus Street™



## WHY WORK WITH US?

- We work with organisations all over the world to help them raise their capability in marketing to support and drive their business strategy.
  - We act as your learning partner by bringing together some of the worlds leading marketing experts, consultants and trainers.
  - We draw on the their expertise to build transformational learning programmes to propel every area of your business, meeting the needs of your employees and achieving the businesses strategic aims.
  - Positive and transformational Impact is at the heart of our offerings and our approach is consultative, solution orientated and focussed upon measurable results for the individual and organisation.
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## CONTACT US



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### Stay Connected

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