

*bootcamp*

## **Advanced Skills for Strategic Planners in Advertising and Marketing**

24 – 28 July 2006, Johannesburg, GIBS

Only 20 delegates accepted per course - register now for the strategic time of your life!!

### **Venue**

Johannesburg: The Gordon Institute of Business Science

**Boot Camp – for the strategic time of your life!**



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### **Boot Camp means...**

- YOU WILL deliver on strategy.
- YOU WILL convey your insights clearly and concisely.
- YOU WILL feel a level of confidence that is JUSTIFIED, due to your depth of understanding of all strategic principles.
- YOU WILL have access to a network of exceptional strategists/friends.
- YOU WILL be a Brand aficionado with a firm grasp of all the theoretical and practical implications of branding.
- YOU WILL be exhilarated at the end of a process that will have changed your life forever.

### **Who should attend?**

*Strategic Planners* with less than five years experience in the planning function.  
*Planners* who have recently migrated from the quantitative sciences, such as engineering or research.

*Business and Account directors* who wish to develop their strategic planning skills, allowing them to broaden their function.

*Brand and marketing managers* who wish to develop a greater understanding of their brand's strategic options, as well as enhancing their skills in constructing brand/marketing plans.

*Creative Directors* who wish to hone their strategic planning skills.

*Design Agency Management*, who need to substantiate their work with robust strategic thought.

*Other Professionals* who wish to evaluate a career in Strategic Planning.

*Although most delegates are degreed, this is not a prerequisite for attendance.*

### **The crucial three-step regimen**

Strategic Planners in South Africa are highly qualified and talented individuals, but there is little practical training that focuses on the day-to-day requirements of planners. Effective planning requires that there is no shortfall within a critical three-step regimen; *extract, construct and communicate*.



## What previous campers say

### **Nozuko Ndamase, FCB - *Boot Camp is the place to be!***

"I did not realize how relevant and impactful the course would be on my job, until I was back at work. We are in an industry where we are not clear where our roles start and end, clients sometimes feel we are not adding value to their businesses; we are faced with more challenges everyday. We need these camps to share ideas, not only about our daily work, but about the industry future as a whole. All I can say to those interested in joining Boot Camp, is to go there with an open mind and absorb as much information as you can - know how you are going to use the information and the experience in ways that will suite your business - this is your own choice. Learn from the other campers as well - 'two heads are always better than one'. I learned a lot from the last campers - how they approach problems; their optimism, energy and courage to succeed in this tough industry. You might feel that after the course you still have a lot of questions, obviously six days will never be a solution, even my 3 year IMC diploma was not... we learn everyday. Use the Boot Camp experience as a getaway to a lot of resources that will help you in all the strategic places you will go - Sid is one of them. Currently I am very busy, more especially with new business pitches. I wrote two strategies which were approved and am slowly but surely working on my presentation skills. Anyway, for those interested in knowing more, Boot Camp is the place to be. I am looking forward to next year, coz I am in a position to add more value to my client business."

### **Italia Matlala, Inroads Advertising - *Then along came Boot Camp!***

"I have been to those fancy business presentation skills courses before, but none of them really did much for me. And then came you Mr. Peimer. Remember at the pitch, when everyone was saying I presented well? I could not believe it, 'cause I am terrified of presenting! Anyway, I had a pitch this past Thursday, and everyone commented on how confident I was! And it's all to you, so thank you Mr. Peimer! I am planning to present as often, and as well, as I know I can from now on!"

### **Neo Makhele - Inroads Advertising - *So many gems!***

I'd like to thank you for the impact that bootcamp has had on my presentation and approach to planning. I now realise I collected so many gems, from the camp. I have found that I am alert to so much more - this allows me to find strategy in so many other stuff. I have also had the most amazing pitches in the past month. What I have found most useful is the relationship question and passion for clients' business - getting to the bottom of that has been profitable and exciting. Thank you for all the updates. I really appreciate them. See you in the new year.  
God Bless.

## Course outline

The course is divided into six modules incorporating all the skills required to master the three-step regimen. These modules are not run sequentially, neither are they run on a specific day. They will be built on throughout the five-day period to arrive at a degree of planning competence and confidence commensurate with the level of this course. Emphasis varies according to the outline below.

<b>Course Outline</b>	<b>Degree of emphasis</b>	1: Concise overview 2: Detailed exploration 3: Intensive skills development
<b>Module 1: Theoretical</b> Principles of strategic planning Basic finance and statistics Key marketing concepts that affect strategic planners The clients' business	2 1 2 1	
<b>Module 2: From data to information</b> Data collation Desk, dipstick and syndicated research Presentation construction	2 2 3	
<b>Module 3: Briefing</b> The creative brief Communication strategies The research brief	3 3 1	
<b>Module 4: Branding</b> Branding strategies Adding dimension to brands – tools and tips	3+ 3+	
<b>Module 5: Enhancing the role of the planner</b> Pitching for new business Media strategies	3+ 1	
<b>Module 6: Personal skills</b> Focused and effective writing Advanced presentation skills Leveraging strengths, managing weaknesses A philosophy for 'fortunate' planners	3 3+ 2 1	

Delegates will be exposed to some of the top practitioners in each of the fields above. The camp is hosted by Sid Peimer Dip Pharm MBA (UCT), assisted by a select team of facilitators and professional guest trainers. Sid is a unique individual with a wealth of experience in many fields. His CV is available on his [article's page](#) on biz-community.com.

## Module outcomes

Although the course goes all out to literally give delegates 'the strategic time of their lives', it is not a pleasant distraction where you can 'learn a few interesting things'. Boot Camp is about productivity and meaningful output.

Each of the six areas contribute as follows:

1. **Theoretical.** Delegates will have a deeper understanding of their role in the agency. Also, we are entering an era where agencies will need to charge for a wider range of services. This can only be accomplished if we know the clients' business. The planner is best positioned to provide this resource.
2. **From data to information.** The majority of the planner's time is spent collecting data and then turning it into information. The camp will improve their efficiency, by teaching methods of finding secondary data as well as novel ways of soliciting primary data. However, in this module, emphasis will be placed on one of the most important (if not the most important) output of the planner – presentation construction. Planners will be taught various techniques to enable them to build an argument more effectively and lucidly. After all, presentations are the cash register of agencies – it is where the sale is 'rung up'.
3. **Briefing.** The creative work is as good as the brief. Planners are required to take the client service brief and turn it into something inspiring for creatives. This demands not only knowledge of various briefing templates, but how to overcome the various constraints on this crucial activity in the value chain. The most volumous output of strategic planners is the Communication Strategy. This will also be dealt with in great detail.
4. **Branding.** This is one of the most misused and misunderstood concepts in marketing. This module will investigate how to leverage the position of brand custodian, giving the planner more of a say in the allocation of communication resources. This module is essentially one of empowerment for the planner, giving them a greater presence, thereby increasing the perceived value of the service to the client.
5. **Enhancing the role of the planner.** The planner's entire lifetime salary can be earned with a successful pitch. Sid Peimer will host this module. He is an experienced pitchmeister with a host of global agencies. He has also received intensive international training on this aspect of agency growth. Media strategy, being an allied strategic discipline, will also be covered.
6. **Personal skills.** The vast majority of a planner's efficacy is dependent on their written and presentation skills. These two areas will receive uncompromising attention. It is also how stratplanning.com will be judged by the company that has sent the delegate, as it is the observable result.

## **Fee**

R15 000 (including VAT)

This includes accommodation, meals, all instruction materials and treats & delights (to alleviate the pain). Delegates will only be allowed to reside off-site under exceptional circumstances.

## **Discounts**

R1 000 early bird discount for payment received in the preceding month.

R1 000 off for each additional delegate from the same firm.

## **Please note**

Delegates will not be allowed to leave the premises, except for group field visits, serious emergencies or if they should wish to retire from the course. If payment is not received prior to commencement of the course, it will be assumed that the delegate will not be attending, and their place will be offered to the next person on the wait-list.

## **Enquiries and registration**

Fax completed registration form to 082 131 659 9167 or email

[info@stratplanning.com](mailto:info@stratplanning.com)

Registration will only be confirmed on receipt of proof of payment.

For course content enquiries - Sid Peimer on 082 659 9167

[sid@stratplanning.com](mailto:sid@stratplanning.com)

For booking and general information - Shayna Elcott on 082 940 2182

[shayna@stratplanning.com](mailto:shayna@stratplanning.com)

## **Payment to be made to:**

Account Name: stratplanning.com

Bank: FNB Hout Bay

Account number: 62056911516

Branch Code: 204-009

**See you at Boot Camp - For the strategic time of your life!!**

## Registration Form

### Boot Camp for Strategic Planners in Advertising and Marketing.

Fax proof of payment and completed form (for each delegate)  
to 082 131 659 9167.

**or**

email with deposit reference number to [info@stratplanning.com](mailto:info@stratplanning.com)

Please note: Registration will only be confirmed on receipt of payment.

Course Date: \_\_\_\_\_

Name: \_\_\_\_\_

Organisation: \_\_\_\_\_

Telephone: \_\_\_\_\_

Cellphone: \_\_\_\_\_

Email: \_\_\_\_\_

Special dietary  
requirements: \_\_\_\_\_

Do you require  
a TAX invoice? \_\_\_\_\_