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# SUPER Suits

**Workshop is BACK!**

**SUPER SUITS** workshop

27 Feb, 5 Mar, 12 Mar, 19 Mar 2016





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# Intensive Public Workshops Course Outline

## Background

### The Role of Account Management

The notion of Account Manager in the Advertising Industry is probably as old as the industry itself and yet it's probably less famous than the creative counter-parts.

As the profession has invented and re-invented itself over the years, undergoing a metamorphosis every decade or so – the proverbial account manager role still exists. This workshop is catered to the needs of managers/executives who are relatively new to account management.



### What is the EXACT ROLE of the SUIT?

Probably the biggest 'Mirror mirror on the wall' question facing the Suit of today is - the creative owns the creative – the planner the strategy - and the media person the touchpoint media plan. What does a Suit own?

Over the 4 days of the Super Suits training program, we will each dive deep into the topics and burning issues. We will discover and carve the role and in essence, to 'reinvent' the Modern Day Account Man.



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## **DAY 1: ACCOUNT MANAGEMENT SKILLS – SUIT to SUPER SUIT**

**9:00 AM to 9:45 AM**

Introduction and Welcome

**9:45 AM to 12:30 AM**

### **MODULE 1 : SUIT TO SUPER SUIT**

This Module is a 'Mixed Fried Rice' of sorts.

Simply because A good account Man has multiple qualities. And it's his ability to wear multiple hats and constantly mix his roles and skills that makes him 'Indispensable'. Herein we will have smaller modules on varied topics and skills needed to COMPLETE the account management PERSON.

- Ecology of Money
- Delighting your Client
- 50 CENTS
- Managing Teams and Team Work
- 100 Days
- Pro-active

**12:30 PM to 1:30 PM - LUNCH**

**13:30 PM to 3:00 PM**

### **MODULE 1 : SUIT TO SUPER SUIT (CONTINUED)**

**3.00 PM to 3.30 PM - TEA BREAK**

**15:30 to 17:00**

### **MODULE 2 : WHAT'S YOUR SUIT-TYPE?**

- In this Module the entire session is about 'Seeing yourself in the Mirror'.
- Learn and un-learn the qualities of a great SUIT.

*Note: This is a very interactive and discussion -oriented module with a lot of Show & Tell and Role-playing.*

**- End of Day 1 -**



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## **DAY 2: CREATIVE BRIEF VS. CREATIVE BRIEFING**

**9:00 AM to 9:30 AM**

Recap of Module 1 & 2

**9:30 to 12:30**

### **MODULE 3: THE DIFFERENCE BETWEEN CREATIVE BRIEF & CREATIVE BRIEFING**

Who owns the Brief and Who owns the briefing ?

This Module touches upon the difference between a Creative Brief and the Creative Briefing process. Importantly – the two are NOT the same.

Case Study assignment – Develop a creative briefing plan for one of your accounts.

**12:30 to 13:30 - Lunch**

**13:30 to 15:00**

### **MODULE 4 : HOW TO SELL YOUR WORK – PRESENTATION SKILLS**

This Module touches upon the importance of “Selling Skills”. At the end of the day we are in the business of Selling Ideas and Creative guys may not necessarily be the best at selling their own IDEAS.

We will look at simple Selling techniques, tips and tricks and the art of selling.

in this Module – we will also touch upon ‘Presentation Skills’ especially in the context of Selling your IDEA.

*Note: This module will have lots of interactive role playing and presentations In this module – participants will be asked to bring along one of their best presentations that they have developed and to share at the workshop.*

**15:00 to 15:30 - Break**

**15:30 to 17:00**

### **CASE STUDY SESSION**

In this module participants will be asked to select their Gold winners from a selection of TV ads : Share a presentation/strategy on how would you would sell the work/creative for the selected GOLD WINNER

**- End of Day 2 -**



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## **DAY 3 –DEVELOPING SUPER SHARP STRATEGIES (By Anirban Ganguly)**

**9 AM – 10.00 AM**

### **MODULE 5: WHAT IS STRATEGY? WHY SHOULD I BOTHER?**

- Introduction to Strategy
- 101 Strategy Concepts
- Strategy vs. Tactics
- Why is it important for suits to be good strategists?

**10.00 AM – 11.00 AM**

### **MODULE 6: DEFINING THE PROBLEM**

#### **The Business**

Understanding Business & Marketing Objectives

- Problems
- Challenges
- Opportunities

The Client Brief'isms and the 12 Roots of getting to the "root" of the problem  
Toolkit for Problem Definition

**11.00 AM – 11.30 AM**

### **MODULE 7: RESEARCH – WHY? HOW? WHEN?**

- Why is research important?
- Types of research
- How to conduct internal research? Tools & Tips
- Interpreting research results

**11.30 AM – 12.30 PM**

### **MODULE 8: WHAT IS AN INSIGHT?**

- What is an Insight?
- Insight vs. Fact
- Types of Insights
- How to mine for Insights
- Insight mining exercise

**12.30 PM – 1.30 PM – Lunch**



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## Course Outline

**1.30 PM – 2.30 PM**

### **MODULE 9: THE BRIEF**

The Art of Brief Writing – Why should we bother about the brief in the age of social?

- What is a good brief?
- Good vs. Bad Brief
- Bringing alive the target audience
- Principles of writing a good brief – Do's & Don'ts
- Creative Brief vs. Creative Briefing
- Briefing Process
- Creative Brief Template Example
- Creative brief exercise

**2.30 PM – 3.30 PM**

### **MODULE 10: EVALUATING CREATIVE**

- How to evaluate creative ideas?
- Good creative vs. Bad creative in the context of the creative brief
- Tips for creative evaluation
- Researching Creative
- Quick creative evaluation exercise

**3.30 PM – 4.00 PM Break**

**4.00 PM – 4.30PM**

### **MODULE 11: CHAMPIONING EFFECTIVENESS**

- Understanding Effectiveness
- Key Measurements for Effectiveness
- Tips & Tricks
- Insisting on the right Measurements

**4.30 PM – 5.00 PM**

### **MODULE 12: BRIEFING THE PLANNER**

- Understanding a Planner/Planning mindset
- The Suit & Planner relationship
- What does a planner look for?
- Tips and Tricks for a great relationship

**5.00 PM – 5.30 PM**

**Questions & Answers**

**- End of Day 3 -**



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## **DAY 4 – NEGOTIATION SKILLS & FINALE CASE STUDY**

**9:00 AM to 9:30 AM**

Recap of DAY 3

**9:30 to 12:30**

### **MODULE 13 – HOW TO NEGOTIATE BETTER**

Negotiation is probably something that happens in the agency – on a daily basis. Yet a lot of people are intuitive negotiators and not necessarily ‘trained’ to negotiate.

So what do we negotiate? Ranging from a mix of extremely important deals to daily transactions someone somewhere is negotiating

Deadlines, TVC production fees, Travel expenses for a market visit, Fee proposal for a new launch, Pitch fee discussions after being short-listed, Agency evaluation, Creative stand-off, Avoiding a pitch situation, Forcing a pitch situation, Inter-personal negotiations (team re-structure, accounts re-structure), Inter-department negotiations, Award show crisis, Promotion and bonus.

Thankfully, there are some tips and tricks that can be imbibed and learnt to help in the art of negotiation.

The Important thing about negotiation is that each scenario and situation is different, largely-influenced by timing, environment, personalities etc.

#### **In this Module we will:**

1. Share 8 strategies to help you Negotiate better.
2. Conduct and facilitate Role-playing scenarios
3. Provide feedback & Q&A after each role-playing
4. Illustrate some common mistakes to avoid
5. Sharing videos on Behavioral concepts which can help influence negotiation strategy
- 6.

**12:30 PM to 1:30 PM - Lunch**

**13:30 to 17:00**

### **CASE STUDY & PRESENTATION**

In this module – participants will be asked to bring along a piece of creative work on their account and share it with the team. This Session is about writing the creative brief and the presentation to sell the piece of work.

**5:00 PM to 5:30 PM WRAP & Q&A**

**- End of Day 4 -**



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## Our past participants:







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## TRAINER PROFILE: Mahesh Neelakantan

Mahesh has spent over 18 years with the Ogilvy network, starting with India at their flagship office in Mumbai and then Sri Lanka, Vietnam, Taiwan and Malaysia - working across mainstream advertising, brand activation, and shopper marketing.

From being a serial expatriate Mahesh is now excited about becoming a serial entrepreneur.

In 2015 he founded and set up Newton: The Activation Company – a boutique activation and Shopper Marketing agency in Malaysia to capitalise on the gap in the market for such an offer.

Mahesh moved to Malaysia from Taiwan in 2010 to join as the MD of OgilvyAction Malaysia and within 3 years has transformed & grown the business/office – both in terms of absolute growth and also ‘creative reputation & culture’. The office has picked up numerous awards at both local and international creative & effective festivals namely AME, Ad Stars Korea, Spikes, PMAA Dragons, Malaysian Kancil’s & Malaysian Effie’s. Their work for Coca Cola, Cadbury’s say it with Chocolate & Shoe dating has had the rare distinction of winning both creative and effective awards for the same piece of work.

In 2012, Mahesh led OgilvyAction to deliver its best performing year since inception, not just on business performance & revenue - but also on creative & effective awards, new business wins, thought leadership and talent development.

Over the years, Mahesh has had the opportunity to be a jack of many trades – such as Advertising, activation, Word of Mouth, Community Marketing, Digital Activation integrated communications, rural marketing, talent & training, competitive simulation, trade marketing & shopper marketing.

He is now enjoying learning how to manage a start-up and be an entrepreneur.

Mahesh joined Advocacy Asia as their COO to set up their Malaysia Office in late 2013. And in 2 years grown it from a start-up team of 5 staff with 2 clients to become an Up-start agency of 18 clients working across brands such as Joy, Astro, Watsons, Vaseline, Dettol, U-mobile, Febreze, Blackmores and Rexona. Their work for Watson’s won them best idea in Loyalty at the Markies 2015 and also Silver for marketing excellence.





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## TRAINER PROFILE:



### Anirban Ganguly

Anirban has worked in the Advertising and Marketing industry for over 17 years. His core strength is in designing brand experiences – architectures based on idea-centric media neutral thinking that fuels business growth and brand advocacy. Anirban has core skill set ranging from Communication & Brand Strategy, Engagement Planning, Digital Strategy, Creative Technologies and Social Media to Trend Forecasting and in Deep Dive Workshops.

Anirban has worked in key international Advertising agencies in India and since coming to Malaysia 8 years ago, he has held key management position in strategic planning. His tenure includes years spent in Lowe Worldwide – Malaysia, Omnicom Media Group – Malaysia, and Havas Worldwide – Malaysia, Bangkok, Indonesia.

He is currently Chief Innovation and Strategy Officer at BBDO Malaysia.

### Anirban's Brand Expertise:

- **Telecom:** Ericsson, Telenor, DiGi and U-Mobile.
- **Consumer Electronics:** HP, Compaq, Sony, Nikon, Seagate.
- **Consumer Packaged Goods:** Unilever, Reckitt Benckiser, Danone, Johnson & Johnson, Fonterra, SCA Hygiene, Carlsberg, F&N, Guinness Anchor Bhd, and PepsiCo
- **Insurance & Finance:** Maybank Etiqa, Standard Chartered Bank, HSBC, Visa
- **Retail:** IKEA, McDonald's, KFC

### Anirban's Awards and Recognition:

Multiple effectiveness awards and commendations in prestigious industry award shows

- Asian Marketing Effectiveness
- WARC Asia Strategy Prize – Commendation
- APPIES Singapore
- EFFEIS Malaysia

Lead Trainer & Facilitator for 95% Advertising Academy & TAP in conducting industry wide and bespoke workshops in the area of

- Brand & Communication Strategy
- Coaching & Mentoring
- Keynote Speaker



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## To Register:

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