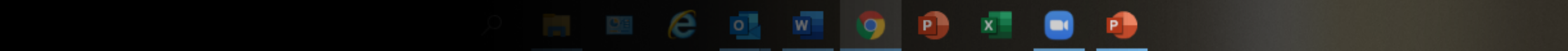
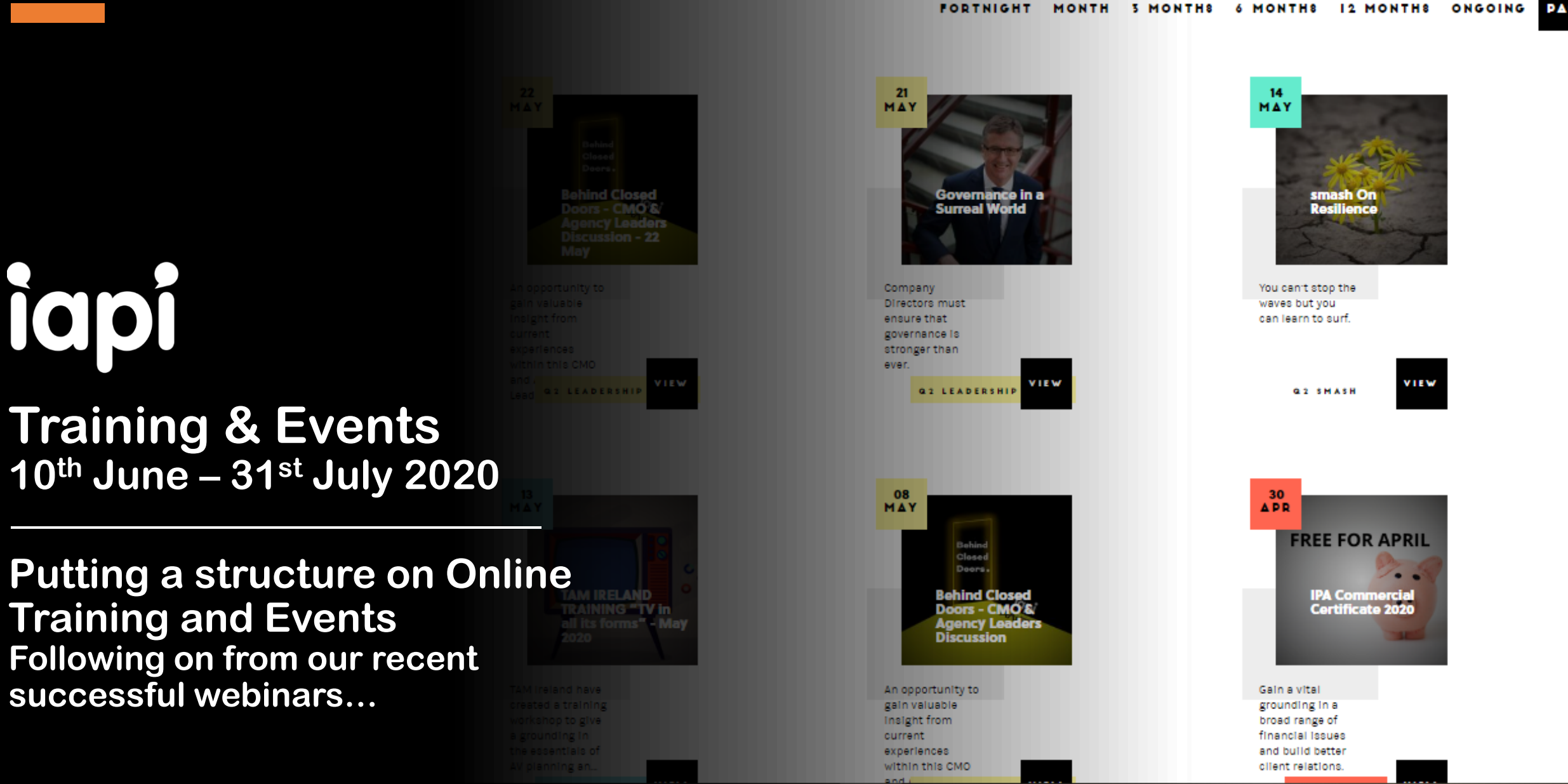


iapi

Training & Events 10th June – 31st July 2020


Putting a structure on Online
Training and Events
Following on from our recent
successful webinars...





Parameters used in planning 2020 training & events

*- based on feedback
and suggestions from
members.*

- All sessions are **free of charge**.
 - We need to provide more for **mid level and junior** staff members.
 - We need to provide at least one **smash** event every month with weekly updates
 - We need a focus on **Media** as well as **Creative**
 - We need to educate **BOTH Clients & Agencies** on collaboration and ways of working
 - We need to provide **Planners** with inspiration and training.
 - We need to provide **Basic Skills Training** that is no longer affordable for some members.
 - We need to continue with **Behind Closed Doors** and provide updates on **Consumer Insights**.
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iapi training & events

June 2020

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Sat
	1	2	2.30-3.30pm 3	4	12.45 – 2pm 5	6
			IAPI Student Webinar		Behind Closed Doors #3 Kerry, IDL, Gorton's, DAN, Connelly Partners & TBWA	
7	8	9	2.30 – 3.30pm 10	10 - 11.30am 11	12 – 1.30pm 12	13
			Media Focus - Radio Katharine Wolinska & Neil McDermott, Choose Radio	Data Visualisation to Accelerate Decision Making Daniel Good	smash Your Future Bernie Keogh, MD, Alternatives & Exec Coach	
14	15	10 – 11am 16	17	10 – 11am 18	19	20
		Creative Brief Training Jane Devitt, JWT Folk Ailish McGlew, An Post		Creative Feedback Training Jane Devitt, JWT Folk Bairbre McGlade, Boys + Girls		
21	22	10 – 12pm 23	10am – 12pm 24	7.30pm 'til late 25	12.45 – 2pm 26	27
		Together we are Stronger – Agency & Client Workshop Fergal Brophy	Step into Leadership Danica Murphy, Prism	IAPI HOUSE PARTY!!	Behind Closed Doors #4 Panel TBC	
28	2.30 – 3.30pm 29	10 – 12pm 30				
	Media Focus – Print NewsBrands Ireland	Together we are Stronger Agency & Client Workshop Fergal Brophy				

Events for Leaders

Educational Events

Smash Events

Skills Training

iapi training & events

July 2020

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Sat
			9.30 – 11.30am 1	2.30 – 3.30pm 2	3	4
			Presentation Skills Training Trainer TBC	smash on Creativity Conn Bertish, Creative Leader		
5	10.30 – 11.30 6	7	9.30 – 11.30am 8	9	9.30 – 10.30am 10	11
	Media Focus - OOH Speaker TBC		Presentation Skills Training Trainer TBC		What is Planning? Speaker TBC	
12	13	10 – 11am 14	2.30 – 3.30pm 15	2.30 – 3.30pm 16	12.45 - 2pm 17	18
		Stand up for your Creative Work Jane Devitt, JWT Folk Damian Hanley, Huskies	Media Focus - Radio Learning Waves & Choose Radio	IPA (UK) How to access their training and publications	COVID-19 Insights update MCCP & Edelman	
19	20	21	10 – 12pm 22	23	12.45 - 2pm 24	25
			Together we are Stronger – Agency & Client Workshop Fergal Brophy		Behind Closed Doors #5 Panel TBC	
26	27	8.30 – 11.30am 28	29	2.30 – 4pm 30	31	
		IAPI & Institute of Directors 2020 Seminar TBC		smash on Relationships Carol Stoney		
		Events for Leaders	Educational Events	Smash Events	Skills Training	

iapi Training & Events Agency Planner

<u>Event</u>	<u>Date(s)</u>	<u>Time</u>	<u>For Who?</u>	<u>Max Number</u>	<u>Speaker</u>	<u>Purpose</u>
Media Focus	10 th June 29 th June 6 th July 15 th July	2.30-3.30pm 2.30-3.30pm 10.30-11.30am 10.30-11.30am	Primary: Media planners & Buyers Secondary: Creatives	Unlimited	Choose Radio NewsBrands Ireland OOH Media Choose Radio	To provide a Media focus on media channels to update Media (& Creative) agencies on latest trends, audiences and success stories.
Data Visualisation to Accelerate Decision Making	11 th June	10-11.30am	Any level of agency people who have to present data and numbers to colleagues and clients.	40	Daniel Good, PRISM	To provide agencies with advice and tips on how to present data in a meaningful, easy to understand manner (remotely) that enables colleagues and clients to make informed decisions.
Smash Your Future	12 th June	12-1.30pm	Anyone worried about their role or future career in the industry – junior to mid level.	Unlimited	Bernie Keogh, Alternatives	To help agency folk navigate uncertainty and provide advice and tips on how to frame your future and continue to progress.
Creative Brief Training	16 th June	10-11am	Marketers, Planners, Client Services, Creatives – <i>anyone charged with writing Creative Briefs at a mid-Manager level</i>	Unlimited	Jane Devitt, JWT Folk Ailish McGlew, An Post	To educate agencies and clients on how to master the design and writing of best-in-class Creative Briefs.
Creative Feedback Training	18 th June	10-11am	Marketers, Planners, Client Services, Creatives – <i>anyone charged with providing Creative Feedback.</i>	Unlimited	Jane Devitt, JWT Folk Bairbre McGlade, Boys & Girls	To educate agencies and clients on how to provide constructive and positive feedback on creative ideas.
Together we are Stronger - Workshop	23 rd June 30 th June 22 nd July	10am-12pm 10am-12pm 10am-12pm	Pairs of Agency & Client personnel – mid level. <i>e.g. Account Manager & Brand Manager.</i>	30 pairs – <i>only 10 pairs per session.</i>	Fergal Brophy, Entrepreneurial Specialist at UCD Innovation	A fun and highly interactive workshop designed to improve how agency and client personnel relate and work collaboratively together. For those where communication has been more difficult because of COVID.

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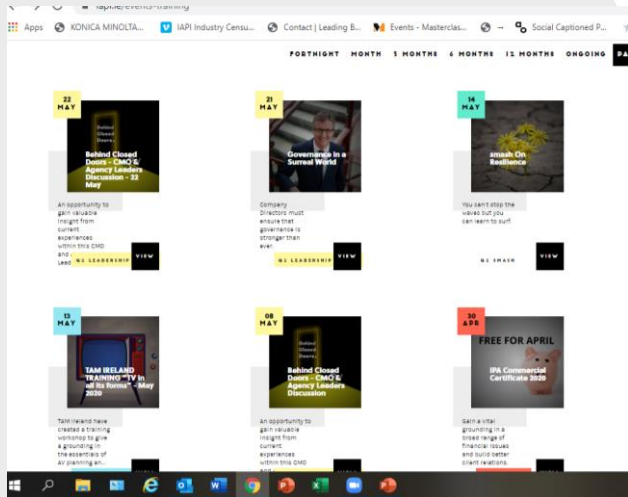
<u>Event</u>	<u>Date(s)</u>	<u>Time</u>	<u>For Who?</u>	<u>Max Number</u>	<u>Speaker</u>	<u>Purpose</u>
Step into Leadership	24 th June	10am – 12pm	Senior level team leaders who need to progress from Manager to Leader	40	Danica Murphy, PRISM	To train Managers to become Leaders with a specific focus on how to lead remotely.
IAPI HOUSE PARTY	25 th June	7.30pm til late	Anyone who would like to socialise with colleagues and peers across the IAPI network.	Unlimited	Hosted by IAPI	A fun party using Zoom breakout rooms to simulate a House Party with a Kitchen, Sitting room, Behind the bike shed and all the other elements that occur in a house party setting!
Behind Closed Doors	26 th June 24 th July	12.45 – 2pm 12.45 – 2pm	Senior Agency & Marketing people	Unlimited	Panel of CMOs and their Agency counterparts	For CMOs & their Agency Partners to express their opinions and share insights and ideas across a range of industry sectors.
Presentation Skills Training	1 st July 8 th July	9.30-11.30am 9.30-11.30am	Junior Agency people who are client facing	10 per session	Presentation Skills Trainer - TBC	To boost confidence in presenting to clients, particularly over video call.
smash on Creativity	2 nd July	2.30-3.30pm	Everyone who wants the motivation and inspiration to produce great creativity and thinking– against all the odds...	Unlimited	Conn Bertish	An inspirational creative leader from South Africa, Conn has overcome massive health challenges and will help us to focus on our own happiness and resilience in order for great creativity to thrive.
What is Planning?	10 th July	9.30 – 11am	Junior Planners & Account Handlers	Unlimited	Julian Cole	To educate and inspire industry people who are in the early stages of their planning career or who are considering switching to a planning role.

iapi Training & Events Agency Planner

<u>Event</u>	<u>Date(s)</u>	<u>Time</u>	<u>For Who?</u>	<u>Max Number</u>	<u>Speaker</u>	<u>Purpose</u>
Stand up for your Creative Work	14 th July	10 – 11am	Planners, Creatives, Account Handlers	Unlimited	Jane Devitt, JWT Folk Damian Hanley, In the Company of Huskies	To train creatives, planners and account handlers how to sell in and stand up for great creativity.
IPA – Navigating their Courses and Content	16 th July	2.30 – 3.30pm	Anyone interested in IPA's content & training– especially HR, Team Managers, Researchers, Planners	Unlimited	IPA Execs	To help us understand what courses are available to us now that everything can be accessed online. Also to highlight most popular publications and latest content for research and strategy purposes.
COVID-19 – Consumer Insights Update	17 th July	12.45 – 2pm	Agencies and Marketers. Anyone with an interest in understanding Consumer and their perceptions of Brands in the current market.	Unlimited	Kay McCarthy, MCCP TBC, Edelman	Update members on MCCP's latest Consumer Insights and how they relate and are substantiated by Edelman's latest brand trust scores which will come out in June.
IAPI & Institute of Directors Ireland 2020 Joint Seminar	28 th July	8.30-11.30am	Invitation only. Agency Leaders & CMOs	300	TBC	To promote the Economic Value of our industry to CEOs and CFOs.
Smash on Relationships	30 th July	2.30 – 4pm	Everyone!	Unlimited	Dr. Carol Burns Stoney	Carol is one of America's leading relationship specialists. The purpose of this smash session is to give us ways of keeping our relationship with partners, kids, siblings and parents positive and healthy while we work our way through this time.



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IAPI Training & Events June & July 2020

Any questions, please contact:
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