

EACA INTERNATIONAL ACADEMY

Proposal Training Programme Masterclasses 2019



Proposal Training Programme Masterclasses 2019

What is it?

The proposal consists of four training sessions to cover all areas of the agency: Business Management, Digital Communications, Creative Process Skills, and Building a Strong Team.

Who is it for?

The training programme is developed for agencies who want to invest in people by nurturing and retaining talent. All agency professionals with an interest in improving their skills and making a greater contribution to the agency will benefit from this training programme.

Fees and conditions to be discussed with EACA depending on location, number of participants and courses.

Proposal Training Programme Masterclass 2019

A guide to Project Management
Uyen Vo



Business Management

Digital Communications



How to plan a social media campaign
Lynsey Sweales

Digital Storytelling: deep dive for creatives
Peter Rudge



Creative Process Skills

Building a Strong Team



Motivating teams for optimal performance
Siobhan Stanley

A guide to Project Management

What is it?

This course will teach project managers how to plan projects in five phases: initiation, planning, execution, monitoring and completion. Participants will focus on how to deal with writing business cases, defining objectives, populating a stakeholders map, prioritising an action plan and how to assess Risk Management.

Who is it for?

Agency professionals dealing with complex projects who would like to receive some guidance on how to structure and plan projects, set and meet project deadlines on time and within budget.

Objectives

To provide participants with the essential knowledge and skills to effectively deliver their projects on time and within budget. On completion of this course, participants will be able to:

- Explain the purpose and nature of the five phases of project management.
- Effectively use a suite of tools and techniques associated with each phase.

How to plan a successful social media campaign

What is it?

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.

Objectives

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.

Digital storytelling for brands in a social media driven world

What is it?

This one-day digital storytelling seminar gets to grips with the power of mini-documentaries to build brands in a social media-driven world. From story inception to dissemination, you will be taken through the key stages in the production of hard-hitting and authentic mini-documentary films. This will be done 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 build an authentic story in advertisement. This course is primarily targeted at creatives, but can also be adapted to account managers.

Objectives

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 videos.

Peter Rudge

Motivating teams for optimal performance

What is it?

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 a great environment, meaningful relationships and 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.

Objectives

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.

Siobhan Stanley

Trainers

Lynsey Sweales
Peter Rudge
Siobhan Stanley
Uyen Vo



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.



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 UK.

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.



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 to small business holders, 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.



Uyen Vo

Uyen manages a portfolio of business offerings, where she:

1. Provides 'Right Hand Woman-style' support to independent Learning & Development business owners to feel in control, calm and able to grow.
2. Delivers Project Management training for non-project managers, underpinned with real-life examples and down-to-earth methods.
3. Consults on technical banking issues for financial institutions in the emerging markets.

She is a high energy, positive team player who enjoys taking the initiative and approaches life with integrity and kindness. Her core skills are: (1) thorough and creative critical thinking, (2) efficient delivery, (3) clear communication.

Previously, Uyen was responsible for creating a work environment where people are empowered to perform at their best. Before her people development work, Uyen specialised in corporate treasury - leading complex projects such as delivering market risk initiatives, liability management exercises, debt issuance and regulatory reporting for Lloyds Banking Group.



EACA INTERNATIONAL ACADEMY



European Association of Communications Agencies
inspire@eaca.eu
0032 2 740 07 18
Brussels, Belgium