

# Master Class



"A market-to-product course for international marketing professionals to supplement and improve their knowledge base and skills."

Built on input from the industry, the Master Class content has been identified and defined based on dialogue with respected professionals and responses to a market survey. All Master Classes have an international focus and the faculty will be global professionals.

The course is for professionals with up to seven years of experience with advertisers, ad agencies and media. This hands-on, intensive two-day program will include a global advertiser challenge.

The professionals on the faculty will share lessons learned to assist the participants in solving the global challenge:

Research insights  
Brand/service positioning  
Creative development  
Integrated marketing communications  
Media planning/buying  
Verbal presentations

In responding to the global challenge, the participants will be grouped and work together as teams. At the end of Day Two, each team will have the opportunity to present their integrated global solution. Each participant will be awarded a certificate upon completion of the course.

This core program will be repeated over the next 12 months in the United States with other IAA chapters. Additional Master Classes will focus on:

Direct marketing  
E-commerce & Internet marketing  
Financial management  
Managing agency/client relationship  
Media cross platforms  
And more . . .

*One of the biggest mistakes agencies make is to not invest in training during an economic downturn. Great agencies don't wait for the stock market to improve to see their own future in the eyes of their people. This program is a commitment to developing your best and brightest into a competitive advantage for the future.*

John Gerzema  
Managing Partner,  
Fallon Worldwide

## THE PROGRAM

### Day One

Opening, introduction of faculty and process.

Global perspective of marketing communications.

Advertiser Challenge brief and instructions.

Break-out session.

Research-insights as planning base.

Team break-out session. (Refreshments.)

Brand/service positioning.

Creative development/evaluation.

Working lunch with teams and faculty advisors.

Integrated marketing communications.

Team break-out session. (Refreshments)

Media research, planning and buying.

Daily wrap-up.

Dinner.

### Day Two

Questions and open discussion.

Art of Verbal Presentations.

Working lunch & team preparation of Challenge solution.

IMC team presentations incorporating lessons learned.

Results and certificate awards.

## THE FACULTY

### KAREN EVENDEN

Vice-President, Group Media Director,  
Mediavest

### ROBERT GIBRALTER

Former Global Advertising Group VP at  
Avon Products, and Bates Senior  
Management roles in Europe and Asia

### LARRY LEVY

Former Director of Corporate Advertising,  
Chase Manhattan Bank

### ELAINE MANCINI, Ph.D.

Principal, Mancini Communications,  
International Government Consultants

### KEVIN RODDY

Creative Director, Fallon Worldwide

### CONSTANCE SOUTHWICK

President, Ryan Advertising

### NORMAN VALE

President, Vale International Ltd.

## Details and Registration

### When:

26-27 September 2002

### Where:

Universal McCann  
622 Third Avenue  
New York NY 10017

### Cost:

Registration: \$900  
IAA Members: \$595

### For more information:

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