

# Novel Approaches to Integrated Communications Planning



**Description:** Deciding on the most suitable strategic and tactical communications initiatives within the planning process can be a complex exercise. Do you find deciding on the right communication mix a challenge particularly within cross functional environments or with products at different stages of their lifecycle? Do you know the value of branding, but you are unsure, which attributes needs to be defined besides logo and colors? If the answer is a 'yes', this webinar is for you. The course will provide participants with a framework and a number of working principles to identify and assist in leveraging and / or expanding brand assets and attributes to optimize the integrated communications plan.

**Objectives:** Introduction and orientation to a decision support tool to facilitate cross-functional input, whilst removing bias in the communications planning process

**Topics:**

- Establishing brand assets for communication purposes
- Understanding how to leverage or build brand assets within the communication mix
- Ranking and weighting the strength of brand attributes for communication purposes
- Translating brand assests into communication tactics

**Who should attend:** Brand Managers, Product Managers, MARCOM leaders, scale-ups, SME, entrepreneurs

**Time:** This one hour webinar will be held on the following dates:

- Wednesday October 28th, 2020 at 14:00 – 15:00
- Thursday November 12th, 2020 at 11:00 – 12:00

**Location:** Online webinar.  
A link to the webinar will be sent to the participants prior to the event

**Price:** This webinar is free of charge

**Registration:** Please register by sending an email to: [workshops@medicalboard.ch](mailto:workshops@medicalboard.ch). Kindly indicate, for which of the two webinar dates you would like to register. Please note that space is limited.

**Instructor:** **Carlyle Christopherson – Communications Specialist**



- MBA from Business School of Lausanne (BSL)
- Bachelor of Nursing
- More than 15 years experience in integrated communications ranging from strategy development to tactical delivery
- Global Brand Manager and Commercial Director within 2 global network healthcare communication agencies
- B2B and B2C Communications and marketing expertise in Lifestyle, Pharmaceuticals, Specialty Chemicals and Process Engineering