Novel Approaches to Integrated Communications Planning

Description:	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? 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, Marketing Managers
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**. 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