

The Marketing Communications Intensive (MCI)

- At hmci, we've spent years working for clients in many sectors, and have **systematically catalogued the typical problems that get in the way of results**. We recognized the need for a no-nonsense/ practically-minded program that is based on real world successes and sound principles.
- We recognize that **you are pressured to improve on past performance, do more for less and pioneer in unknown territories**. MCI is for those ready to acquire both the foundation and proven formulas that work.
- **After profiling over 6,000 client stakeholders, completing more than 100 projects and offering 200 presentations we deliver training that makes sense**. There are other companies that offer training by trainers given 'pre-packaged' information. Your session developer and trainer is hmci's founder and president, Laura Hayter. The MCI Program is based on years of private, public and not-for-profit sector, academic and board work experience.

Who Should Attend this Two-Day Seminar?

MCI is for leaders, managers and employees responsible for creating, directing and monitoring effective marketing communications programs.

Overview of Session Modules

Module I: Expectations and Creating the Environment for Success

Your marketing communications has to be integrated, effective and adaptable to changing trends that can undermine your work and goals.

Learn first hand:

- What results you and your colleagues can expect from well-managed and executed marketing communications
- How to identify the right marketing communications objectives
- How to choose the best people/teams for specific projects including: in-house resources, choosing an agency of record and contractors

Module II: Simplifying Research and Identifying Objectives

Your biggest challenge stems from a classic mismatch between the current reality (what stakeholders believe/current behavior) and the desired reality (what you want them to believe/how you want them to behave). This mismatch can undermine your efforts to get results. The MCI training shows you how to identify the bridge beliefs and objectives that can move your audiences to the desired understanding, attitudes and behaviors. This knowledge is useful for gaining internal and external support for program, service and/or product success.

This module will help you to:

- Avoid reinventing the wheel - use proven tactics and actions for continual improvement
- Take the critical steps for creating an accurate, timely and cost-effective profile of your target audiences such as key: people/influencers, stakeholder communities and organizations
- How to use the audience profiles to get target audiences motivated and how to maintain their motivation
- Discover how to promote your ideas, products, programs and/or services using the language and channels that match your profiled target audience's motivational triggers
- Choose objectives for immediate and longer term wins

Module III: Building Community/Networks: Best Practices in Marketing Communications Implementation

We see the trend towards interconnectedness, integration and cohesiveness that is essential for success. We hear the terms "clustering, convergence, alliance, networks, networking, internetworking and community" used to describe this era where there is greater demand for interconnection that influences your implementation choices and results.

Leave the MCI seminar with:

- Proven formulas and modules that can be used now to address the paradox of increased interconnectedness and people's desire to express their individuality
- The tactics and actions central to dynamic and integrated Marketing Communications Plans with the most impact
- Branding strategies (including branding abstract ideas)
- Knowledge about how to critique and evaluate creative execution (art and copy) including how to analyze use of space, words, colour, graphics and other design elements
- Tools for measuring channel options and effectiveness
- How to implement proven communication tactics in the fields of advertising, marketing and public relations

Also receive, The MCI Sourcebook™: a comprehensive resource that shows you how to lead, manage and implement effective marketing communications. It includes: in-depth notes, case studies, a glossary of key terms and easy to use checklists and templates.

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