

MEDIA PRODUCTION PLANNING & SCHEDULING MASTERCLASS

"Innovation and creativity are inextricably linked"

29-30 September 2016 - Birchwood Hotel, Johannesburg, South Africa

MEDIA IS...

Media is CONTENT
Media is ENTERTAINMENT
Media is MONEY
Media is LADYGAGA
Media is TARGETING
Media is ENGAGEMENT
Media is INFLUENCE
Media is CONTEXT

MEDIA IS...

Media is MARKETING
Media is RETAIL
Media is CELEBRITY
Media is PLATFORM
Media is DATA
Media is PACKAGING
Media is SOCIAL
Media is PERSONAL
Media is YOU

CESA CPD POINTS ACREDITATION NO CESA-585-09/2017

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SETA Accreditation No: 4027

Researched & Organised:



Innovative Ideas Training Academy

MEDIA PRODUCTION PLANNING & SCHEDULING MASTERCLASS

"Innovation and creativity are inextricably linked"



“Learn and understand the series of decisions to make regarding the selection and use of media, allowing you to optimally and cost-effectively communicate the message to the target audience”

Media planning

Fully grasp the process of selecting the media and deciding the time or space in which it should appear (Read, Viewed or Aired) to accomplish a specific objective”

Media Scheduling

WHY SHOULD YOU ATTEND

At the end of this masterclass delegates acquire necessary knowledge and understanding of Media planning, Components of media plan, Scheduling, Objectives strategy, budgeting, Media selling, innovations, circulation and factors affecting media plan

EXPERT FACILITATORS



Associate Professor Michael (Mick) Broderick: An international Media Speaker

B.A. (RMIT), M.A. prelim (La Trobe), Ph.D (UTS)
Associate Professor of Media Analysis
Michael is an Associate Professor of Media Analysis in the School of Arts at Murdoch University and Acting Director of the National Academy of Screen & Sound (NASS). He has held elected positions on the national management committees of the Australian Research Council's Cultural Research Network (CRN) in 2004-06 and the Australian Screen Production Educators Research Association (ASPERA) in 2006-07 and 2009-11.

His scholarly writing has been translated into French, Italian and Japanese, and his major publications include the research monograph *Reconstructing Strangelove: Inside Stanley Kubrick's 'nightmare comedy'*, due for release from Columbia University Press in late 2016; editions of the reference work *Nuclear Movies* (1988, 1991) and, as editor, *Hibakusha Cinema: Hiroshima, Nagasaki and the Nuclear Image in Japanese Film* (1996, 1999, 2014). Recent co-edited collections (with Antonio Traverso) include *Interrogating Trauma: Collective Suffering in Global Art and Media* (2011) and *Trauma, Media, Art: New Perspectives* (2010).



Ramyata Limbu

She is the director of the International Mountain Film Festival (KIMFF) and has also worked as a political officer for the United Nations Mission in Nepal. She has a Masters in Science in Microbiology and also a Masters in Film Making & Journalism from Columbia University. She has worked for the BBC and Inter Press Service and headed Panos South Asia covering the Asia Pacific region. She is also visiting faculty in the Media Studies.

Ramyata Limbu is head of operations at Panos South Asia, an organization working closely with media to encourage and facilitate public discourse and debate on a wide range of issues. A veteran journalist, Ramyata has worked as a correspondent for various national and international publications. She co-directed and produced several award-winning independent documentaries including “Daughters of Everest” which followed the first team of all women, Nepali Sherpa climbers to ascend Everest; “The Sari Soldiers” about the conflict in Nepal told through the stories of six women; and “Drawing the Tiger” an intimate portrait of a rural Nepali family which premiered at Hot Docs Toronto 2015.



Angie Black

MA Media Studies (creative thesis - La Trobe), Bachelor of Film and Television, Swinburne Film School (VCA, Melbourne University), Foundations Studies in Drama and Media (Box Hill College of TAFE)

Angie Black is an award winning filmmaker/director and academic with over twenty-years professional practice and production experience. She trained as a director and independent filmmaker at Swinburne Film School, (VCA, Melbourne Uni) graduating with a BA in Film and Television along with a number of short films that were selected for both national and international festivals. After graduating, Angie worked in documentary and factual television in London. Returning to Melbourne she further trained as a director and independent filmmaker and became a recipient of Film Victoria's 'Independent Filmmakers Fund' in which she directed the award winning short film *Bowl Me Over*. Angie has directed more than ten short films and many more television commercials. She has worked extensively in the film & television industry, been a script reader and development head for several film and television producers.

AGENDA

Media planning

1. The process of evaluating and selecting the media mix that will deliver a clear, consistent, compelling message to the intended audience
2. Conceive, analyze, and creatively select channels of communication that will direct messages to the right people in the right place in the right time
3. The process of deciding how to most effectively get your communications seen by your target audience.
4. A process for determining the most cost-effective mix of media for achieving a set of media objectives.
 - Goal: maximize impact while minimizing cost
 - Media is often the largest MC budget item
 - The design of a strategy that shows how investments in time and space will contribute to achievement of your objectives.
 - Media planning is about determining the best Media Mix
 - How many of the audience can I reach through different media?
 - On which media (and ad vehicles) should you place ads?
 - Which frequency should you select?
 - How much money should be spent in each medium?

“In answering these questions the media planner then comes to an optimum media plan that enables him or her to deliver on the clients objectives.”

Components Or Criteria of media plan,

What is to be considered in the Development of Media Plans?

The media mix

- Target market coverage
- Geographic coverage
- Scheduling
- Reach versus frequency
- Creative aspects and mood
- Flexibility
- Budget considerations

Media mix: The media mix has to reach the target consumer

Reach versus frequency: There should be an attempt in the media objectives to balance the reach and frequency.

Flexibility: The ability of the media to adapt to changing and specific needs of advertisers is flexibility.

Media Scheduling

Flexibility: The ability of the media to adapt to changing and specific needs of clients is flexibility. Certain media allows such flexibility with respect to the message, the geographical coverage and the ad budget

“Once the media planning and selection is accomplished to the satisfaction the attention is diverted to the task of deciding the media scheduling.”

The classic scheduling models are Continuity, Flighting and Pulsing.

Continuity: this model is primarily for non-seasonal products, yet sometimes for seasonal products

Flighting (or "bursting") In media scheduling for seasonal product categories, flighting involves intermittent and irregular periods of advertising, alternating with shorter periods of no advertising at all.

Vehicles Pulsing

Pulsing combines flighting and continuous scheduling by using a low advertising level all year round and heavy advertising during peak selling periods.

Steady pulse: Steady pulse is the easiest types of schedules to prepare.

Seasonal Pulse: Seasonal nature of products dictates the use of seasonal pulse in advertising.

Period Pulse: Scheduling of media at regular intervals but not related to the, seasons of the year, is called the periodic pulse.

Erratic Pulse: When advertising is spaced at irregular intervals, it is called erratic pulse.

Start up Pulse: It is quite common to see a heavily concentrated media scheduling to open either a new product or a new campaign.

Promotional Pulse: This scheduling pattern suits only a particular promotional theme of company. Thus, it will be more in the nature of onetime only and advertising will be heavily concentrated during a particular time.

“Remembering is a key thing to media planners.”

AGENDA

Media Objectives,

Media objectives often are stated in terms of reach, frequency, gross rating points and continuity. Clearly worded statements that outline what the media plan should.

1. Who is the target market?
2. What is the advertising message?
3. Where are the market priorities?
4. When is the best time to advertise?
5. How many, often, long?
 - Appeal to a new segment of the market / Attack an existing competitor's

Media strategy,

Media strategy is the way we seek to realize our media objectives. When formulated correctly, it enables an advertiser to rise above the clutter of ads, and stand out in the competition.

- Media Mix
- Usage of Media
- Geographic Allocation

Scheduling Strategy Let us examine what each of these are:

Media Mix For each target market, a market-media match exercise needs to be done and the role each medium would play in contributing to the achievement of media objectives is described.

"The role of advertising is to keep the product at a 'Top-of-mind' recall level since it is an impulse purchase product."

Media budgeting:

Media Operations Media Budgeting Every business, whether a Fortune 500 company or the business you've started at your kitchen table, invests in media in one form or another. From print advertising and commercials to stationery and business cards, media is what businesses depend on to get their message out.

What a Media Budget Includes

Typical media budgets include funds for online, print and broadcast advertising; interactive social media; consultants' fees; brochures, booklets or videos; equipment or software required to produce company media; and all production costs related to media content creation.

- How Media Budgets Are Set
- How the Media Budget is Allocated
- Who Controls the Media Budget?
- How Media Budget Spending is Evaluated

Evaluating the effectiveness of media spending is notoriously difficult, since most customers are "touched" often and by different types of media before making a purchase

- Better response by running smaller, more frequent ads.
- Don't trade frequency for a one-time big bang in your advertising campaign.
- Don't trade frequency in print for a less frequent television schedule.

Methods companies use to set their advertising campaign budgets.

The Percent of Sales Method: The advertising campaign budget is a constant percentage of desired sales.

The Task Objective Method: How much money do you need to spend to reach the specific goals you have outlined for the advertising campaign?

The Historical Method: How much did you spend to reach your sales goals in previous years or periods?

Share of Market - Share of Voice: linking market share to advertising expenditure.

Competitive Parity: With competitive parity you spend in equal amounts to your competitors as a percentage of market shares.

The Combination Method: The best advertising campaign budget you can set will be based on some combination of all of the previous models.

"People do not know what they want until a brilliant person shows them."

Media selling

Media selling: involves the art and science use of perception, imagination, emotions, and physical sensations to make sales in the selling of radio, television and the print industry.

Our specialist delivers an eye opener lecture on the below topics:

- Selecting the kind of media which directly hit to targeted audience
- Importance of Right media space
- Developing new leads, cold calling potential clients, managing existing customer relationships and closing the deal, either over the telephone or in person, with the aim of maximizing sales revenues, increasing your client portfolio or hitting targets.

Media Innovations& Creativity

- The need for creativity and innovation has never been great.
- The Art and Discipline of Business Creativity refers to the present as The Age of Creativity
- More simply, creativity is solving a practical problem in a new way
- Creativity is very practical because it is the art of problem solving.
- Innovation is applied creativity—the working solution

CONVERGENCE in every sphere of media functioning:

- Consumption, ownership, content creation, marketing and delivery.
- People consuming media are doing it through all vehicles: offline, on-air, on-ground, and very fast online. People advertising in media are asking for integrated media solutions, with their ads or advertorial messages appearing across all media vehicles.

DIGITIZATION of media and entertainment.

ENGAGEMENT strategy as opposed to interactive and entertainment strategy.

"The ever younger evolved media consumer today needs to be engaged, and not merely entertained, informed or interacted with."

AGENDA

Circulation, Circulation (How far the publication is reaching)

Master class discussion covers the below

Cost per Thousand (CPM) allows a media planner to compare media based on two variables: audience and cost. CPM is used as a comparative device.

- For print media (when audience data are not available)
- For print media (when audience data is available)
- For broadcast media (based on homes reached by a given program or time period)
- For broadcast media (when audience data is available)
- For newspaper (when cost of ad is known)
- Audience is the equivalent of circulation when you're talking about broadcast media.
- Audience size varies throughout the day as people tune in and tune out.
- Penetration relating to circulation.

What degree of penetration is necessary to dominate the market or to reach a certain niche within that market?

- To make reach go up, you buy a wider market area.
- To make frequency go up, you buy more ads during the time period.

"It's the art of Balancing reach, frequency, and budget constraints to find the best combination in view of your marketing goals."

Factors affecting Media Plan:

The media plan which is derived from the marketing and advertising plan has set a broad framework for media decisions. We will examine the below factors:

Budget: A choice of media will depend to a large extent upon the size of the advertising; certain media types may be too expensive for the funds available.

Competitor's Strategy: Media decisions of one advertiser are influenced by the competitor's strategy.

- Frequency and reach are important considerations in the media plan.
- Trade-off between the two considerations.
- **Increasing distributors' support:** Although consumer media are selected primarily to affect the consumer, the impact of media upon distribution channels, that is the middlemen, is also important. Effective use of advertising media lends support to the middlemen's selling efforts.
- **Continuity:** how long an advertisement campaign should be run on one media?
- **Flexibility:** the advertised message, the geographical coverage and the ad budget
- **Franchise Position:** using a particular medium over a period of time may enjoy special franchise positions.

Cost per Thousand: This is the most important consideration while making media decisions. Although the cost is considered while fixing the budget, the concept of cost per thousand is the accepted norm for measuring the media effectiveness.

Standard of Acceptance and Codes of Ethics: Most media vehicles have codes of ethics that set the standards of acceptance.

Cost per Thousand: This is the most important consideration while making media decisions. Although the cost is considered while fixing the budget, the concept of cost per thousand is the accepted norm for measuring the media effectiveness.

Creative considerations: Creative considerations such as the quality of reproduction, the colour effect, special effects, have to be considered. Media decisions have to be made in consultation with the creative team that has actually produced the ad

The medium and Target Consumer Match: How to make sure the media mix reaches the target consumer
Analysis of the target market: reducing wastage of media expenditure.

Language: An important consideration, a particular language newspaper, or television and radio programme to be used

Prestige of media: It is said that the prestige of the advertising medium is transferred to the advertised product.

The editorial environment in turn influences reader profile. Advertisers would like to place their ads in publication having an appropriate editorial environment.

Nature of the product or services and nature of the market to be covered: Some products have niche markets and a special direct advertising medium will be suitable for them

In closing our expert facilitator covers:

Pre-Production Planning and scheduling Check-list, Tips and Hints

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- 1) Opportunity To Address Delegates On Opening, Closing Reception & during The Workshop,
- 2) Aisle Banner During The Workshop,
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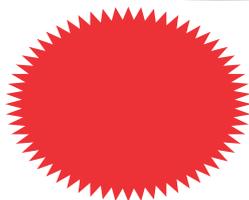
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22 – 23 SEPTEMBER 2016 | BIRCHOOD CONFERENCE CENTRE | JOHANNESBURG



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R 965.99 EXC VAT per delegate

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Signature: _____

Please register the following delegates:

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Email: _____

Delegate 4:

Name:(Mr/Mrs/Ms): _____

Designation: _____

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Email: _____

Delegate 5:

Name:(Mr/Mrs/Ms): _____

Designation: _____

Tel: _____ Fax: _____

Email: _____

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BANKING DETAILS:

Account Name: Nerdie Tech

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IITA Substitutions

Please note that speakers and topics were confirmed at the time of publishing

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