

IDEA NOISE

Idea Power from Strategy to Execution

Communication Training: Brand Champion



Learning Objectives

After participating your team should be able to:

- Understand the continuum of strategy to idea to execution
- Recognize the growth and change potential of ideas
- Discern tactics from ideas
- Choose between big and loud ideas to achieve strategic results

Duration

1 day: 9am – 5pm

Number of participants

Maximum participants is 25

Who should attend

Those responsible for managing creative output internally or externally – from Agency Account Managers, Planners, Strategists, Creatives, Project Managers, and Brand Planners to Managers, Marketing Teams, Internal Agency Managers, etc.

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About the Workshop

Why is it that some ideas are resonant enough to change us (and our businesses), while others are simply one-hit wonders, creating a loud, momentary and even effective boom, but leaving no echo? And what is the strategy that determines why and whether we go after one of these 'big' or loud' ideas. And would we even know the difference if we saw it??

Idea Noise explores the concept of differentiating between the quality of ideas; not from a subjective perspective, but from an analysis of their 'punching power'. We'll take participants through a quick refresher on how strategy acts as the foundation for all ideation, and then examine the attributes of ideas in general. We'll provide checklists, criteria and evaluative resources to ensure that we never mistake an idea for a tactic again. From there, we'll dive deeper into categorizing ideas based on their purpose and potential. Will they change our beliefs, move us into new acceptance or simply reinforce and excite us about what we're already comfortable with?

By sharing tons of media executions and then backfilling brand purpose, strategy and core idea, we'll help participants become not only master evaluators, but to become master developers of the right ideas to solve the right problems – and we'll give them the tools and techniques to use long after we're gone.

Idea Noise is a critical piece of learning for all marketers and agency pros looking to develop, guide or deliver killer big or loud ideas that get business and critical results – and learn how to ask for what they really want and recognize when they are, or aren't getting it.