



**iapi**

**Agency Training  
Planner for IAPI  
Events 2020**

Please use this document to block book for training and events throughout the year.

email your bookings direct to  
[Katherine@iapi.com](mailto:Katherine@iapi.com)

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
ALL DAY	10 IAPI Leaders Strategy Day Invitation only	9:30am-12:30pm 5 TAM Training FOC - Members only	8am-10:30am 4 IAPI & Int'l Womens Day Invitation only	6pm-9pm 1 Future Fools Futureheads gathering	9am-12:30pm 6 Board Governance Training	9:30am-12:30pm 10 Media Star Training FOC - Members only	3  Final Entry Deadline	8am-10:30am 27 IAPI & IOD Joint Seminar Invitation only	12:30pm-2pm 2 CMO Lunch 'n Learn FOC - Invitation only	6  on Wellbeing	12:30pm-2pm 4 CMO Lunch 'n Learn FOC - Invitation only	
12:30pm-2:00pm	15 CMO Lunch 'n Learn FOC - Members only	6am-10:30am 7  How to win a Cannes Lion	9am-12:30pm 10 Consultative Selling Training Workshop for client facing teams	9am-12:30pm 3 Unconscious Bias Training	9:30am-12:30pm 13 TAM Training FOC - Members only	6pm-9pm 11  ICADemy IAPI & ICAD Creative Showcase	5:30pm-8:30pm 9  Cannes-alysis		9:30am-12:30pm 3 TAM Training FOC - Members only	9,10,11  Cannes Grey Lions Briefing & Competition W/E	9am-12:30pm 6 Project Management Training	
8:30am-10:30am	24  2020 Cannes Young Lions Launch	11am-5pm 7  Cannes Clinics for Cannes Lions Entries	9:30am-12:30pm 12 Media Star Training FOC - Members only	All Day 3,4,5  IAPI @ Offset	9am-12:30pm 14 Brand Evaluation through a Financial Lens	12:30pm-2pm 17 CMO Lunch 'n Learn FOC - Invitation only	6pm till late 16 Futureheads Summer Party Members only		8am-10:30am 10 Creativity Matters	10am-12:00pm 16 WYWO for those on Longterm leave	6pm-9pm 12 Futureheads Mentoring Evening	
8:30am-10:30am	30 Facebook Year 1 Club FOC - Members only	12  on Happiness	10am-12:00pm 13 WYWO for those on Longterm leave	8:30am-10:30am 7 Strategic Planning Workshop	12:30pm-2pm 21  On Resilience	12:30pm-2pm 19  2nd Entry Deadline	12:30pm-2pm 28 IAPI Leaders Lunch Invitation only		 24 Effie Awards Ireland Gala	9am-12:30pm 20 Change Management for Agencies	8am-10:30am 20 Media Matters	
6pm-9pm	17 Futureheads Mentoring Evening	8:30am-10:30am 26 Facebook Year 1 Club FOC - Members only	12:30pm-2pm 22 CMO Lunch 'n Learn FOC - Invitation only	9am-12:30pm 28 Step into Leadership	ALL WEEK 20-26  Cannes Lions Festival				8:30am-10:30am 30 Facebook Year 1 Club FOC - Members only		12:30pm-2:30pm 25 IAPI AGM Invitation only	
ALLDAY	21,22,23  Cannes Young Lions Briefing & Competition W/E	8:30am-10:30am 31 SXSW Highlights	9am-12:30pm 23 Presentation Skills Training	12:30pm-2pm 29  1st Entry Deadline							8:30am-10:30am 26 Facebook Year 1 Club FOC - Members only	
8:30am-10:30am	26  How to Win an Effie		8am-10:30am 30  Cannes Young Lions Winners Showcase									

Our Training Programme is designed to foster a culture of strategic leadership, creativity and innovation within our members and deliver first-class training across a multi-discipline industry

LEADER	
EVENTS	
TRAINING	



# Training for Juniors

- Please fill in your Agency name and no. of delegates you will send to each session and we'll allocate a place for them.
- If you have training credits please send us the delegate names when they are confirmed.
- If you do not have training credits, please also book in online when you have the confirmed delegate names for each session and pay, if required via credit card.

<u>Event</u>	<u>Date</u>	<u>Time</u>	<u>For Who?</u>	<u>Speaker</u>	<u>Purpose</u>	<u>Members Price</u>	<u>Agency Name and No. Delegates</u>
Year 1 Club in Facebook	31 <sup>st</sup> Jan 26 <sup>th</sup> Mar 30 <sup>th</sup> Sept 26 <sup>th</sup> Nov	8.30- 10.30am	Junior Digital execs/media planners/ creatives	Facebook Trainers	To set the priorities for the year ahead for both individual agencies and for IAPI.	FREE	
TAM Training	5 <sup>th</sup> Feb 13 <sup>th</sup> May 3 <sup>rd</sup> Sept	9.30am- 12.30pm	Junior Media Buyers/Planners	TAM		FREE	
Media Star Training	12 <sup>th</sup> Mar 10 <sup>th</sup> Jun	9.30am- 12.30pm	Junior Media Buyers/Planners	Choose Radio		FREE	
Presentation Skills Training	23 <sup>rd</sup> Apr	9am- 12.30pm	Junior Execs/ planners / creatives	TBC	To build confidence when presenting to clients. With particular focus on selling ideas.	€150 p.p. Max. 20	
Project Management Training	6 <sup>th</sup> Nov	9am- 12.30pm	Junior Client Handlers	TBC	To help structure a day in the life of a client handler. How to setup and manage a project from start to finish.	€125 p.p.	



# Training for Managers/ Directors

- Please fill in your Agency name and no. of delegates you will send to each session and we'll allocate a place for them.
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<u>Event</u>	<u>Date</u>	<u>Time</u>	<u>For Who?</u>	<u>Speaker</u>	<u>Purpose</u>	<u>Price</u>	<u>Agency Name and No. Delegates</u>
Consultative Selling	10 <sup>th</sup> Mar	9am-12.30pm	Client Facing Teams regardless of discipline	Lizzie Palmer	To provide client facing personnel with the selling skills they need when selling concepts and services to clients.	€125 p.p.	
Unconscious Bias Training	3 <sup>rd</sup> Apr	9am – 12.30pm	Everyone in Management	Clodagh Hughes	Intensive unconscious bias training for Managers	€125 p.p Max 20	
Strategic Planning Workshop	7 <sup>th</sup> Apr	8.00-10.30am	All Planners	TBC	Update on new thinking – ways of applying value to strategy planning. Developing your own strategic thinking.	€125 p.p.	
Board Governance Training	6 <sup>th</sup> May	9am – 12.30pm	Board Directors	David Duffy, IMI	Board Governance training by certified Chartered Director.	€195 p.p. Max 10	
Step into Leadership	28 <sup>th</sup> May	9am-12.30pm	Senior Managers	TBC	Providing leadership skills and new ways of thinking/working for senior managers as they transition into leadership roles.	€185 p.p.	
Change Management	20 <sup>th</sup> Oct	9am – 12.30pm	Agency Directors & HR Leads	TBC	Providing leaders with the skills they need to manage change in their agency – with a focus on providing best practice for team communication and management.	€185 p.p.	



## Inspirational Events

- Please fill in your Agency name and no. of delegates you will to send to each session and we'll allocate a place for them.
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Event	Date	Time	For Who?	Speaker	Purpose	Price	<u>Agency name and No. Delegates</u>
IAPI on International Women's Day	4 <sup>th</sup> Mar	8am – 10.30am	Invitation only	TBC	To announce the IAPI Coaching bursary initiative "Futures Fund" for high potential females. Nominations and winners will be selected by June this year.	Invitation only	
WYWO – While you were out	13 <sup>th</sup> Mar 16 <sup>th</sup> Oct	10am – 12.00pm	Anyone on maternity leave or longterm sick	n/a	To share stories and help those currently out of the industry to feel connected. To offer advice, support etc. Potential sponsor in Rollercoaster	FREE	
SXSW Highlights	31 <sup>st</sup> Mar	8am – 10.30am	Members and non Members	Speakers selected from Irish attendees	To inspire members by showcasing best of the best from SXSW – Film & Advertising festival in Texas.	€50 p.p.	
ICADemy	11 <sup>th</sup> Jun	6pm-9pm	ICAD members and Creatives	Winners of ICAD awards	Joint event by ICAD and IAPI – bringing the creative community together	€45 p.p.	
Futureheads Events	1 <sup>st</sup> Apr 16 <sup>th</sup> July 12 <sup>th</sup> Nov	6pm-9pm 6pm 'til late 6pm-9pm	Future Fools Summer Party Mentoring	Inspirational under 30s achievers	To bring together the young in our industry and inspire them to stay and succeed.	€25 p.p. €25 p.p. FREE	
Creativity Matters	10 <sup>th</sup> Sept	8am – 10.30am	Members and non members	International Creative Guru	To inspire IAPI members through showcasing award winning creative work. Organised for creatives by creatives.	€55 p.p.	
Media Matters	20 <sup>th</sup> Nov	8am – 10.30am	Media planners, buyers and client handlers	TBC	To inspire IAPI media agencies through showcasing great work and highlighting new media innovations.	€55 p.p.	



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<u>Event</u>	<u>Date</u>	<u>Times</u>	<u>For Who?</u>	<u>Speaker</u>	<u>Purpose</u>	<u>Price</u>	<u>Agency name and No. Delegates</u>	
<b>How to win a Cannes Lions</b>	7 <sup>th</sup> Feb	8am – 10.30am	Agencies & Clients	Nic Lobo, Cannes Lions Jen Speirs, Rothco	To generate excitement and the thirst for success at the world's premiere Festival of Creativity! To provide a guide for entering the awards.	€25		
<b>Cannes Lions Clinic</b>	7 <sup>th</sup> Feb	Allocated to agencies when they book	IAPI member agencies only	Nic Lobo, Cannes Lions	45 min clinics available to agencies who wish to discuss specific work with Nic. He will advise on which category and track is best suited to the work. Limited availability so first come, first served.	FREE		
<b>Cannes Lions Festival</b>	20-26 Jun	ALL WEEK	Cannes Young Lions winners plus other agency & client staff.					
<b>Cannes-alysis</b>	9 <sup>th</sup> Jul	5.30pm-8.30pm	Agencies & Clients	Irish attendees from the festival	Showcase winning campaigns from the festival and share the learnings.	€40		
<b>Cannes Grey Lions Competition Briefing</b>	9 <sup>th</sup> Oct	5-7pm	Those over 50 in the industry	TBC – Charity, Sponsor	National competition for those over 50 in the industry. They will have 48 hr to respond to a charity brief as per CYL.	FREE		



All smash events are FREE and take place between 8am-10.30am.



- Anyone wishing to book places for smash events will need to do so through out online booking pages [www.iapi.ie](http://www.iapi.ie)

<u>Event</u>	<u>Date</u>	<u>For Who?</u>	<u>Speaker</u>	<u>Purpose</u>
<b>smash</b> on Happiness	12 <sup>th</sup> Feb	IAPI members	TBC	To ensure take up of the TABs funded EAP Programme for all IAPI members.
<b>smash</b> on Resilience	May TBC			Each event will feature inspirational speakers as well as Industry people who share their personal stories.
<b>smash</b> on Wellbeing	6 <sup>th</sup> Oct			ACTIVATION & ONGOING support is key.

- All Cannes Young Lions events are FREE.
- Entry into the competition is €90 per team or €45 each.
- [Registration](#) is open until wed 19<sup>th</sup> February

<u>Event</u>	<u>Date</u>	<u>Time</u>	<u>For Who?</u>	<u>Speaker</u>	<u>Purpose</u>
2020 CYL launch	24 <sup>th</sup> Jan	8.30-10.30am	Under 30s in the industry	Sponsors	To launch the 2020 competition, explain the process and generate excitement and interest from as many under 30s as possible. Give them time to get into teams of two.
2020 CYL Briefing	21 <sup>st</sup> Feb	ALL DAY	All competitors	Charities & Sponsors	7 categories to be briefed over the whole day – teams given their allocated briefing slot.
2020 CYL Weekend competition	22 <sup>nd</sup> -23 <sup>rd</sup> Feb	ALL WEEKEND 'til midnight Sunday	All competitors	n/a	All competitors have 48 hours to answer the CYL brief and submit entry.
2020 CYL Presentations	19 <sup>th</sup> , 20 <sup>th</sup> & 23 <sup>rd</sup> March	Times will be allocated to shortlisted CYLs	Shortlisted competitors. Est. 35 teams.	n/a	Approx. 5-6 teams shortlisted in each 7 category – presenting to the judges
2020 CYL Winners Showcase	30 <sup>th</sup> April	8am-10.30am	Everyone in the industry including all competitors	Winners from each category	To give the National CYL winners presentation practice before Cannes and to inspire others to take part next year.





# For Leaders

- If you are an CEO, MD, Deputy MD, IAPI Board member you will be personally notified about these events.
- If you are a Director and wish to be placed on the invitation list for these events please contact charley@iapi.com

<u>Event</u>	<u>Date</u>	<u>Time</u>	<u>Speaker</u>	<u>Purpose</u>	<u>Price</u>
<b>Leaders Strategy Day</b>	10 <sup>th</sup> Jan	ALL DAY	External Facilitator	To set the priorities for the year ahead for both individual agencies and for the industry.	Free – invite only
<b>CMO Lunch ‘n Learns</b>	18 <sup>th</sup> Feb 22 <sup>nd</sup> Apr 17 <sup>th</sup> June 2 <sup>nd</sup> Sept 4 <sup>th</sup> Nov	12.30-2.30pm	Paul Dervan, National Lottery Jonnie Cahill, Heineken, USA Elizabeth Sheehan, Lucozade TBC TBC	For CMOs to share their priorities, ways of working, marketing team structure, agency requirements and the challenges they face with IAPI member leaders.	Free – invite only
<b>Brand Evaluation through a financial lens</b>	14 <sup>th</sup> May		David Haigh, CEO, Brand Finance	To provide a clear understanding of how CFOs and Agencies/ Marketers work together to assess the financial value of a brand.	€185 p.p.
<b>Leaders Lunch</b>	28 <sup>th</sup> July		IAPI Board	To update members against strategy set in January. <i>(We may create a half day session in the morning followed by lunch.)</i>	Free – invite only
<b>The value of Business Creativity</b> IAPI & IOD Joint Seminar	27 <sup>th</sup> Aug		CFO / CMO / Agency CEO  TBC.	Demonstrating the value of creative thinking to an organisations’ bottom line. From product design, to people, to structure, to marketing and advertising.	Free – invite only
<b>AGM</b>	25 <sup>th</sup> Nov		President & CEO	Update on finances and initiatives / Appointment of new board members	Free – invite only



- All Effie events are FREE.
- Award entries start @ €450 depending upon no. entries and deadline.

<u>Event</u>	<u>Date</u>	<u>For Who?</u>	<u>Speaker</u>	<u>Purpose</u>
How to win an Effie	26 <sup>th</sup> Feb	Agencies & Clients – those responsible for writing the entry.	Effie UK rep Previous Effie winner	To explain the process of completing an Effie entry. Showcase previous winners and why they won.
1 <sup>st</sup> Entry Deadline	29 <sup>th</sup> May			
2 <sup>nd</sup> Entry Deadline	19 <sup>th</sup> June			
3 <sup>rd</sup> Entry Deadline	3 <sup>rd</sup> July			
AWARDS GALA	24 <sup>th</sup> SEPT	Agencies & Clients		