

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. MCI is for leaders, managers and employees that must guide, monitor and create effective marketing communications.
- **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 years of private, public and not-for-profit sector, academic and board work experience.

Overview

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.

- What results you can expect from well-managed and executed marketing communications.
- The relationship between picking the right marketing communications options and objectives.
- Identifying the best people/teams for specific projects and issues (including: in-house resources, choosing an agency of record and contractors).
- Proven communication practices of advertising, marketing and public relations.

Research & Objectives

One of the biggest problems we have all seen is the mismatch between the current reality (what stakeholders believe/current behavior) and the desired reality (what we want them to believe/how we want them to behave). This mismatch can undermine your efforts. The MCI training shows you how to identify the bridge beliefs and objectives that move your audiences to new understanding, attitudes and behaviors. This knowledge is useful for gaining internal and external support.

- Don't reinvent the wheel - use proven tactics and actions for improvement.
- The critical steps for creating a profile of your target audience (people, stakeholder communities and organizations). How 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.
- Picking objectives for immediate and longer term wins.

Building Community/Networks: Best Practices in Marketing Communications

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 choices and results.

- Building on the fundamentals: proven formulas that can be used now.
- How to address the paradox of increased interconnectedness and people's desire to express their individuality.
- Creating and implementing dynamic and integrated Marketing Communications Plans - the tactics and actions that have the most impact.
- Branding strategies (including branding abstract ideas).
- How to critique and evaluate creative execution (art and copy). Includes how to analyze: use of space, words, colour, graphics and other design elements.
- Measuring channel options and effectiveness.

MCI Sourcebook™

The **MCI Sourcebook™** offers a comprehensive resource that allows you to lead, manage and implement effective marketing communications. It includes: in-depth notes, case studies (hand-picked for your group), a glossary of key terms and easy to use checklists and templates.

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