



ADVERTISING PRODUCTION - A ONE DAY TRAINING COURSE

Course RDADP/01

HOW TO GET THE MOST FROM YOUR ADVERTISING PRODUCTION BUDGETS

GUARANTEED TO IDENTIFY REAL MARKETING SAVINGS WITHOUT COMPROMISING CREATIVITY OR QUALITY

- Has your agency told you that if you cut the cost the quality will suffer?
- Do you have a suspicion that the costs are too high?
- Does the quote run to many pages and is it very complicated?
- Or is the lacking any real detail?
- Are you sure that your agency are passing savings they obtain from their suppliers to you?
- Do your account handlers demonstrate in-depth knowledge about production?
- Are your agency production quotes usually late giving you little time to check them?

WHO SHOULD ATTEND?

- Marketing teams who handle advertising production: TV, radio, posters, press, sponsorship idents, photography, general studio costs
- Procurement teams who work closely with and support marketing departments

TRAINING OBJECTIVES

- To give confidence to marketers/procurement when challenging agencies on cost
- To understand how production quotes are constructed
- To learn how each type of production works, and is managed by your agency
- How to devise Ready Reckoners/Budgeting to Brief
- To know how to critique each and every production quote you receive
- To know what a fair price to pay for advertising production is

PROGRAMME CONTENT

- How agencies buy services from their suppliers on your behalf
- How quotes are constructed by broadcast and print mediums
- Managing agency and third-party production costs
- How to devise, negotiate and apply bespoke production rate cards
- Developing Ready Reckoners
- Budgeting to Brief
- 'Live' quote critiquing exercises

DELIVERED BY



Rosie Doggett and Richard Davis of RD Squared; expert trainers with top agency and procurement backgrounds with 45 years experience in an array of industries from retail to FMCG, from finance to fashion.

