

campaign

MediaWorks

23-26 May 2018 • Bangkok

THE ULTIMATE JOURNEY FOR
YOUNG MEDIA PROFESSIONALS

REAL TRAINING
IN REAL TIME
FOR THE REAL WORLD

#MediaWorksXIII
www.mediaworks.asia



Host Partners



 theTradeDesk

Supporting Partner



Do you have what it takes?

WHO SHOULD ATTEND?

MediaWorks is the essential training ground for all those working in advertising-related disciplines:

Media planners & buyers
Account managers
Advertising sales
Agency planners
Brand marketers
Content producers
Planning & accounts directors
Digital manager
Client service managers
Agency creatives
Other industry-related functions

Real training for real life

MediaWorks is a four-day training course designed for the rising stars of the media industry. With the guidance of industry experts, MediaWorks replicates real life, challenging syndicate teams to pitch for a real client with a real brief in real time. Attendees will be required to prepare a pitch for the account to a panel of industry heads and the client. The winning team will be crowned the MediaWorks champion 2018.

This year's programme offers a more hands-on experience with workshop style break-out sessions that bring together industry experts and professional trainers to assist delegates examine the obstacles facing the next generation, techniques and strategies on pitching for new business, assessing how clients evaluate a pitch and being creative while still delivering marketing objectives.

MediaWorks is now in its 13th year and is the only regional training course designed to equip industry practitioners with these skills. This four-day residential course guarantees to challenge participants through an ultimately rewarding experience which will serve as a major stepping stone in their careers.

MediaWorks is conducted in English. All delegates must have a good level of English in order to participate fully and make the most of this training programme.

Organised by **campaign**

Programme Agenda

- 4.00pm Delegate registration and check-in**
- 4.30pm Welcome to MediaWorks**
The Why, Who, How, What, When and Where of the next four days
- 5.00pm Team Allocations: your own team for the course**
Participants will be divided into groups of teams with whom they will work for the duration of the four days. Each team will have a 'mentor', an industry specialist with a wide range and depth of expertise, who will be on hand for advice as the group develops its strategy.
- After introductions, each team must select their agency name and will be allocated their own private syndicate room, or 'headquarters', where they will find the details of a unique team-building exercise to kick off MediaWorks.
- By **Torie Henderson**, President, Global Account Management, *Omnicom Media Group*
- 7.00pm Dinner and networking**
- 8.45pm Agency CEO Panel**
- 9.15pm The Brief**
Presentation of the client brief

PLEASE NOTE: This programme may be subject to change

DAY 1

Wednesday
May 23

MediaWorks is not for the fainthearted!

This is not a four-day conference. It is an intensive, interactive, challenging but ultimately rewarding training programme. There are scary moments and sleepless nights – participants work hard and play harder.

You will leave with a tremendous sense of achievement, unrivalled learning and dramatic personal development that no other training experience can offer.



DAY 2

Thursday
May 24

Here is what previous delegates have said:

"MediaWorks pushes you to get out of your comfort zone and tackle challenges head on. It forces us to "grow up" in so many ways."

"The experience has changed the way I look at a brief and the guidance given is absolutely smack on"

"An intense learning experience that takes you out of your comfort zone and encourages you to deliver outstanding work"

"Fantastic combination of emotions ranging from excitement to hope & delusion and despair culminating in a high"

"An incredible experience. The more you put in, the more you'll get from it! Challenge you to approach the work from angles you didn't realize existed."

"In the beginning I didn't know what to expect, then I was excited, then I hated it, but in the end I loved it!"

"Years worth of experience in 4 days."

Programme Agenda

- 9.00am Introduction and the day ahead**
- 9.10am Insights session**
- 9.40am Strategy session**
- 10.10am Coffee break**
- 10.30am Ideas session**
- 11.00am Presentation session**
- 11.30pm Wrap up and return to Syndicate Session**
With the skills briefing and conference sessions fresh in their minds, teams return to the privacy of their syndicate rooms to continue their pitch preparations and planning.
- 1.00pm Working Lunch**
- 2.00pm Meet the client, Q&A**
The opportunity for each agency to meet the client in private, ask smart questions and to road test ideas and thoughts.
Individual syndicate rooms
- 7.00pm Dinner**
- 10.00pm Ideas testing with respective mentors**

PLEASE NOTE: This programme may be subject to change

Programme Agenda

9.00am **Syndicate Sessions**

Teams continue to complete their presentations

12.30pm **Submission of presentations**

Lunch

1.30pm **Pitch Presentations**

The moment that all the teams have worked for The Pitch.

The strategy, hard work and planning of the previous 48 hours are put to the test as each team gets the opportunity to present their case to the client panel.

5.00pm **The Finals**

The finalists who have made it to the shortlist will make their presentations in front of all delegates and mentors.

6.15pm **Final Judging**

7.30pm **Offsite Dinner**

Proudly brought to you by Facebook

After all teams have completed their pitches, an evening of fun and frivolity awaits.

8.00am **Team Feedback with Mentors and the Client**

Every agency team receives feedback on their own presentation in private with their respective judging panel.

11.30am **MediaWorks 2018 Winner Announcement**

The winning team is announced and crowned as the MediaWorks winner.

12.00am **Closing Remarks and end of MediaWorks 2018**

PLEASE NOTE: This programme may be subject to change

DAY 3

Friday
May 25



DAY 4

Saturday
May 26

Register Now!

To register, visit
www.mediaworks.asia

Contact Us

For more information about MediaWorks 2018 programme, training and mentors, please contact:

Delegate & Programme Information

Joanne Ma

Senior Events Manager

Tel: (+852) 2122 5254

Email: joanne.ma@haymarket.asia

Sponsorship Opportunities

Atifa Silk

Brand Director

Tel: (+852) 3175 5933

Email: atifa.silk@haymarket.asia

Registration

Date: 23 – 26 May 2018

Venue: **Marriott Marquis Queen's Park**

199 Sukhumvit Soi 22

Klong Ton, Klong Toey

Bangkok 10110, Thailand

Cost: **US\$2,870 per person**

(Optional additional top-up cost for upgrade to single room occupancy)

US\$420 per person for 3-nights

Price includes:

- 3 nights' twin share accommodation
- Breakfast, coffee breaks, lunch and dinner
- All course materials
- Transfers to and from airport on arrival day, Wednesday 23 May and departure day, Saturday 26 May
- Offsite MediaWorks dinner on Friday 25 May

Final booking deadline: 11 May 2018

Terms & Conditions:

Payment terms: All payments must be received by 18 May 2018. Please make all cheques (USD) payable to Haymarket Media Ltd. Ticket price does not include airfares.

Substitutions/Cancellations: Upon receipt of your online registration confirmation, your place(s) will be confirmed. Any cancellation/substitution must be received in writing. One of the following charges will be levied according to the cost of your registration and time of cancellation.

Cancelled on or before 6 April — 50% fee will be charged

Cancelled after 6 April — 100% fee will be charged

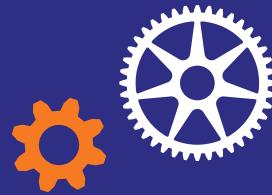
Haymarket Media reserves the right to make changes to the programme, location and/or speakers without prior notice. Haymarket Media will not offer refunds due to a terrorist alert or incident unless the event is cancelled. If we are unable to run the event, Haymarket Media will retain up to 50% of the booking fee to cover marketing and administration costs.

Room Allocations: Every effort will be made to allocate shared accommodation according to request. In some cases, however, this may not be possible and the organiser reserves the right to assign rooms at their discretion, or in alternative hotels, should the need arise. All room allocations will be on same-gender basis.



Copyright © 2018 Haymarket Media Ltd. All Rights Reserved.

5 Reasons to Attend MediaWorks 2018



1 The only regional pitch training experience with a real client outside of your office

Gain strategies for winning pitches and maintaining creativity while still delivering client objectives

2



3 Learn from senior industry leaders



Network with your peers from across Asia-Pacific

4



5 An unrivalled learning opportunity that pushes you to deliver your very best



www.mediaworks.asia

campaign