

campaign
MediaWorks
Bangkok Thailand

CONVINCE YOUR BOSS GUIDE

22-25 MAY 2019 - BANGKOK

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MediaWorks

23-26 May 2018 • Bangkok

Host Partners

Grade

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INTRODUCTION

Making your case to attend MediaWorks XIV

We are delighted you are interested in participating in this year's MediaWorks programme!

Need to make your case to your supervisor? This packet provides:

- A programme overview
- The benefits of attending
- Testimonials from past delegates and mentors
- What's included and cost breakdowns

for you to share with management and help them understand how MediaWorks can benefit your career and your work!

Questions? Please contact Joanne Ma at joanne.ma@haymarket.asia





WHAT IS MEDIAWORKS?

Empowering APAC's future media leaders

MediaWorks is an intensive 4-day training course designed to replicate real-life scenarios by tasking syndicate teams to develop a media strategy for a real client, based on a real brief.

Attendees form teams and have less than 36 hours to brainstorm, prepare and present their business case to a panel of industry leaders as well as the client representative.





From our 2018 mentors

"MediaWorks was the most refreshing industry event I've attended over the years. It was fantastic to spend time both coaching the next generation of talent, as well as working with industry colleagues towards a common, positive goal. Great initiative and would love to return - and win - next year."

Benjamin Condit
Chief Strategy Officer China
Mindshare



INVALUABLE GROWTH AND DEVELOPMENT

14 years of training Asia-Pacific's rising stars.

Now entering its 14th year, MediaWorks' renown training experience has accelerated the development of the media industry's most promising young talent.

Through workshop-style breakout sessions and guidance from industry experts who impart best-practice techniques and strategies, MediaWorks provides unparalleled exposure, collaboration and networking, teaching attendees how to win business, be creative and deliver marketing objectives.

Designed by marketing and communications specialists, MediaWorks focuses on 4 core areas that will improve your business communication and strategy skills:

- INSIGHTS
- ACTIONABLE IDEAS
- STRATEGY
- PRESENTATION



From our 2018 mentors

"A realistic simulation of the agency world where teams of diverse backgrounds battle time and pressure to deliver great strategies and solutions. Think of it as *The Apprentice* meets *Shark Tank*. A truly exciting, challenging and rewarding experience for the delegates and mentors."

Jason Tan
Head of Strategy
Zenith

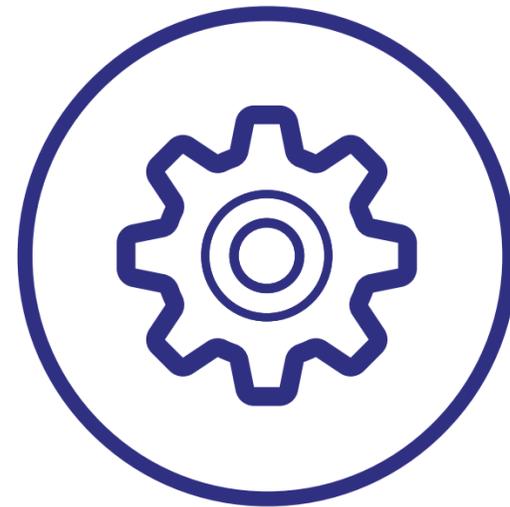
CORE ELEMENTS

What you will learn at MediaWorks



INSIGHTS

Demonstrate that you understand the client's business, target audience, and can identify insights that are unique and different



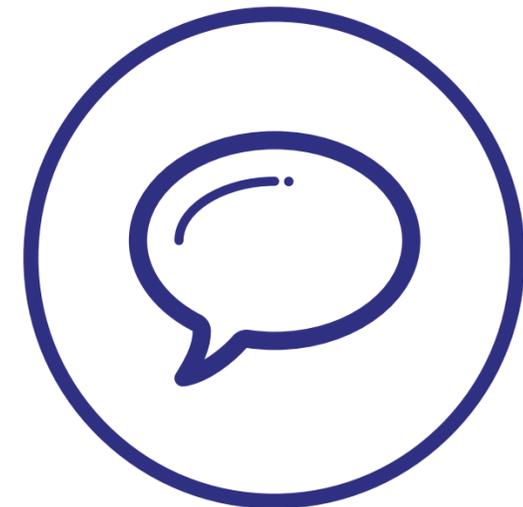
STRATEGY

Develop new and innovative ways to think quickly and critically



ACTIONABLE IDEAS

Enhance your ideation process for improved planning and execution



PRESENTATION

Gain constructive feedback on your strategy and presentation skills

FROM OUR DELEGATES

MediaWorks attracts Asia-Pacific's rising stars of the industry with only the very best talent being sent. For the past three years, delegates have come from 16 countries in Asia-Pacific including Australia, China, Thailand, Hong Kong, Malaysia, Indonesia, Japan, Korea, Singapore, Philippines, Taiwan, India, Sri Lanka, Myanmar, Vietnam and Pakistan.

Here is what they have to say about their MediaWorks experience:

“ Real agency life coaching with the top leaders/experts in Asia. ”

“ Relevant. Challenging. Insightful. Eye-opener. It truly makes you a different breed of media professional. ”

“ It's a must challenge in your agency life. Join MediaWorks and prove how much you love this industry! ”

“ Pushes you out of your comfort zone and helps you to unleash your potential to do things you didn't know you could. ”

“ Inspiring and refreshing! It brings out the energy you never thought you had. ”

“ Amazing experience! 10/10 would recommend to everyone in the industry. ”



COST BREAKDOWN

DATE	22-25 May 2019
VENUE	Marriott Marquis Queen's Park 199 Sukhumvit Soi 22 Klong Ton, Klong Toey Bangkok 10110, Thailand
INCLUDES	<ul style="list-style-type: none">• 3 nights, twin shared accommodation• All course materials• Breakfast, coffee breaks, lunch and dinner• Airport transfers on arrival day (Wed, 22 May) and departure day (Sat, 25 May)• Off-site MediaWorks dinner on 24 May
COST	US\$2,960 per person (Optional additional top-up cost for upgrade to single room occupancy) US\$440 per person for 3-nights



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