

Move ideas
ahead.
Create agile
brands.



TORONTO

Canada's only leadership program for senior brand communication professionals. Exclusively designed curriculum, university-managed certification and endorsed by the Institute of Communication Agencies (ICA).

2010/2011 Program Dates

(15+ days over 6 months)

Starting Session: **January 24 - 28, 2011**

Duration: **January - June 2011**



www.mbcprogram.ca



Dean Martin, Creative Director, Brand Strategy & Design, Cundari

This program provided me with a much richer understanding of how brands function – where their power and value lies, how they evolve and perhaps most important, what we want from them. It's the kind of thinking that I love doing and never seem to have enough time for.

Masters Certificate



in Brand Communications

Gain the innovation tools and thinking skills you need to get to better, more agile brand ideas. Create more valuable results for your clients and your business.

The marketing communications industry is transforming as the balance of influence accelerates towards the consumer. The landscape for operating as a strategic advisor to clients has exploded and the business of brand communication has shifted from ideas to innovation.

The opportunities for brand influence have elevated to the business strategy level and deep into the boardroom. The value of understanding how brands and consumers connect and how to activate agile and innovative brand solutions is at a premium.

With cutting-edge tools and techniques taught by industry leaders, the Masters Certificate in Brand Communications (MCBC) helps position senior agency professionals as effective business innovators. Your abilities in creative, media or business strategy will accelerate as you build skills in moving ideas ahead and creating agile brands.

Who Should Attend?

- Agency Vice-Presidents and Managing Directors from Brand Strategy, Creative or Media disciplines
- Communications consultants with a minimum of 8 years MARCOM experience

Key Learning Objectives:

- Lead your business practice with greater access to innovation and creativity
- Enable agile solutions, where ideas move freely, in both an informed and rapid way
- Elevate your brand business strategy contribution with senior client decision makers
- Expand your influence by understanding and navigating the important people-side of change

Program Features:

- University-level and industry recognized
- Custom-designed curriculum approach unique to the communications industry
- Inspiring teaching faculty (combining both practitioner/academic perspectives)
- Real-world case studies, assignments and workshop designs that link theory to practice
- Limited class size that allows peer-to-peer learning and networking

2011 Program Schedule:

Moving Ideas Ahead. Creating Agile Brands.

In-Class Session: (January 24 - 28, 2011)
INNOVATION IN BRAND STRATEGY AND IDEAS

Workshop: (March 2, 2011)
BRAND STRATEGY ELEVATION

In-Class Session: (April 4 - 8, 2011)
INNOVATION LEADERSHIP IN THE SOLUTION FUNNEL

Workshop: (May 4, 2011)
BRAND IDEA ELEVATION

In-Class Session: (May 30 - June 3, 2011)
ACTIVATING AGILE BRAND IDEAS

“Gino Cantalini, VP Brand Director, Publicis
What I found most valuable was working with senior colleagues from various agencies to exchange ideas and challenge the status quo. The Masters program pushed me to evaluate my thinking and reassess my assumptions.”

“Wendy Caricari, VP Business Unit Director, DDB
My experience with the Masters program was insightful. I found the interaction with colleagues from the creative and media disciplines to really stimulate new ways of looking at solution creation and innovation.”

2011 Curriculum Outline

January 24 - 28, 2011 :: INNOVATION IN BRAND STRATEGY AND IDEAS		5 DAYS	
SESSION 1	Module 1		Raise the bar on brand value creation. Build perspective on how to lead and transform results at both the brand strategy and idea level.
	Module 2		Create agile brand idea practices. Explore the process and skills of an innovator's mindset and learn applied approaches to create sustainable brand idea innovation.
	Module 3		New perspectives in building capacity for brand strategy and idea innovation. Learn techniques in questioning and framing to stimulate deeper and faster exploratory.
	Module 4		Understand how thinking styles can both block <i>and</i> unlock the innovation process. Uncover your unique thinking strengths and approaches.
TOUCHPOINT EVENT 1 March 2, 2011	Workshop :: BRAND STRATEGY ELEVATION Lead a brand strategy workshop on a real-world situation as part of an Applied Learning project. Gain new learning on facilitating brand strategy and leveraging an innovator's mindset to uncover fertile idea territory.	1/2 DAY	
April 4 - 8, 2011 :: INNOVATION LEADERSHIP IN THE SOLUTION FUNNEL		5 DAYS	
SESSION 2	Module 1		Navigate the creation and design of innovative brand ideas. Learn narrative and critical thinking techniques to assist in exploring and shaping solutions.
	Module 2		Develop facilitation techniques to inspire a highly-functioning and collaborative team who can move brand ideas ahead quickly and effectively.
	Module 3		Gain new perspectives on building transparency with clients to jointly develop brand ideas. Learn how to visualize and grow ideas collaboratively.
	Module 4		Explore thinking style approaches for idea development. Practice prototyping techniques and investigate how to inspire idea elevation.
TOUCHPOINT EVENT 2 May 4, 2011	Workshop :: BRAND IDEA ELEVATION Extending from the initial workshop event, lead a session with client participants to address an agreed brand strategy challenge and generate a range of idea prototypes. Practice skill in idea generation and in keeping ideas alive and growing.	1/2 DAY	
May 30 - June 3, 2011 :: ACTIVATING AGILE BRAND IDEAS		5 DAYS	
SESSION 3	Module 1		Deliver rapid in-market results by transforming activation approaches, facilitating idea buy-in and defining actionable success criteria.
	Module 2		Accountability and results leadership – design productive and engaging client relationships.
	Module 3		Gain new perspectives on maintaining a sustainable innovation practice. Explore approaches that promote ideas and innovation.
	Module 4		Examine how thinking style can foster greater success in maintaining the essence of an idea as it is brought to market. Practice techniques in team engagement and resiliency.

Here are your next steps:

- To apply:** Visit www.mcbcprogram.ca (or see the application options on the rear panel).
- To ask a question about the program:** Contact ICA at 416.482.1396 Ext.227 (Toll Free 1.800.567.7422) or by email to sfiliatrault@icacanada.ca
- For further program-related information:** Visit our program website at: www.mcbcprogram.ca

Apply today at www.mcbcprogram.ca



Michael Bolt,
Sr. VP Director Client Services,
Universal McCann, Canada

I was impressed by the quality of the group discussions and I found direct application for me as a communications solution leader. I walked away with clear strategies and practical tools to lead more collaborative idea development.

Program Fees:

	Early Bird Until Aug. 31, 2010	Standard Rate After Aug. 31, 2010
ICA Member	\$ 9,500*	\$10,000*
Non-member	\$13,500*	\$14,000*

*plus HST

IMPORTANT: A deposit of \$800 is required to secure your place in the program. Please include your credit card information on faxed application, or mail a cheque along with your completed program application. Program fees include full program tuition, teaching materials, lunches and refreshments. To schedule a staggered fee payment plan or to obtain a discount for multiple registrations from one organization, please contact ICA's Program Director at 416.482.1396 X227. Schulich Executive Education Centre's liability is limited to reimbursement of paid tuition fee.

Program Timing + Location:

- All in-class sessions start at 8:30 a.m. and end at 4:30 p.m. (unless otherwise notified)
- All half-day workshops start at 8:30 a.m. and end at 12 p.m. (unless otherwise notified)
- **Schulich Executive Education Centre,** Nadal Management Centre, Ernst & Young Tower, Toronto Dominion Centre, 222 Bay Street, Suite 500, Toronto, ON M5K 1K2

Application Options:

Note: Upon receipt of program application, a confirmation of acceptance will be sent to you along with program orientation details.

ONLINE: www.mcabcprogram.ca

FAX: Download and print an application form from www.mcabcprogram.ca, complete and fax to: **416.736.5689**

Attention: MCBC Program Coordinator

MAIL: Mail your downloaded application form to:
The Schulich Executive Education Centre
York University
Attention: MCBC Program Coordinator
222 Bay Street, Suite 500
Toronto, ON M5K 1K2

Information Requests:

For more information or to confirm ICA membership status or program qualification requirements, contact ICA at 416.482.1396 X227 (1.800.567.7422 toll free) or by email to sfiliatrault@icacanada.ca

Application Terms – Cancellations, Replacements and Transfers:

Payment in full required at the commencement of the program. Staggered fee payment plan available. If you are unable to attend the program you may transfer to the next session, subject to the 21-day written notification requirement or your organization may name a replacement candidate. A full refund will be issued for written cancellations received a minimum of 21 days before the program start date. Written cancellations received after this date will incur an administration charge of \$800. Non-attendance or withdrawal after program start date will incur a full program fee. Modules, speakers, topics, dates, fees, locations and applicable taxes are subject to change.



Institute of
Communication Agencies