

# Strat planning for client service and non-planners: Cape Town, 10 April

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The role of client service is a challenging one. It begins with a client brief that needs to be translated into a creative brief which results in the work presented to the client. It's an ideal scenario for the 'broken telephone' effect, making the client service role a stressful one that can easily degrade into "being the best messenger you can be". But that's not what you're employed to do - your job is to add value - and enjoy doing so.

A one-day course for client service to fulfil their role more effectively will take place in Cape Town on the 10th April. The course addresses the key concepts of strategic planning, allowing client service to engage more fully with clients, as well as all role players within the agency. The course is also suitable for PR practitioners as well as those who do not have planning as a line function. Creatives and aspiring planners would also find the course of immense value.

## COURSE OUTLINE

- Discovering the brief as opposed to taking it: the difference between client needs and wants; the importance of problem definition
- Strategy deconstructed and demystified
- The relationship between objectives, strategies and tactics
- Engaging clients on macro topics affecting the company as a whole, and the brand in particular
- The inverted pyramid and other written communication essentials
- Selling the brief internally: working with planning and creative
- Relevant strategic brand principles and tools such as: brand equity, positioning, segmentation and perceptual models (and how not to be abused by them)
- Getting the most from data: basic statistical principles
- Insights: discovery thereof, and the dilemma of an insights-based brief
- The research that client service can facilitate: the beauty of the dipstick
- Pitching new business: the strategies that work; the myths that don't
- How to make this statement real for the entire agency: "Your job is to service the client. If you're not servicing the client, your job is to help someone who is."

## THE COURSE IS ALSO SUITABLE FOR

- Client service
- Creatives
- PR Practitioners
- Media planners
- Junior planners and aspiring planners
- Anyone wanting to engage with clients on a more strategic level

## COURSE DETAILS

Venue: Cape Town Graduate School of Business, Breakwater Campus, Portwood Road, Greenpoint.

Directions: Coming down Portwood road to the Waterfront, turn first right to find the parking.

Date/time: Wednesday 10th April 2013, 9am to 4pm.

Cost: R1 999 per person, no VAT payable. 5% discount on 6 delegates or more.

Details of your course facilitator here: <https://www.bizcommunity.com/ProfileAbout/SidPeimer>

#### TO BOOK YOUR PLACE

Simply email [info@stratplanning.com](mailto:info@stratplanning.com) with delegate names.

This course is limited to 75 delegates, so book today to secure your place.

#### PLEASE NOTE

No course material will be issued prior to the event.

No-shows will not be refunded, however delegates can be substituted.

Booking only confirmed once payment received.

No pop-ins for specific content - it's 9 to 4

Cellphones off (two tea breaks and lunch for the-world-is-coming-to-an-end calls).

Course is limited to 75 delegates! Book today - don't miss out on discovering empowered client service.

For further enquiries, contact Sid Peimer on +27 82 659 9167 or [sid@stratplanning.com](mailto:sid@stratplanning.com)

Don't delay - only 75 seats available and filling up fast.

To book, simply [info@stratplanning.com](mailto:info@stratplanning.com) with delegate names.

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