



2018 Industry Development and Events Calendar

** Not all events, courses, seminars and prices are confirmed and may be subject to change*

	Course / Event	Date	Target audience	Cost PP	Notes
JANUARY	Beacon Awards Entry Writing Workshop	Tuesday 23rd January		Member: \$30 + GST Non-member: \$60 + GST	Venue: NZME. 2 Graham Street, Auckland from 9am – 11am Book by emailing awards@commscouncil.nz
MARCH	Employment Seminar	Thursday 1 st March	All senior management, senior executives and planners, HR.	Member: \$85 + GST (TBC) Non-member: \$120 + GST (TBC)	Topic: TBC Venue: Kensington Swan Lawyers Auckland Duration: 1.5 hours - Breakfast
	Axis Speaks	Thursday 1 st March	Speaker event – Industry & Business wide. Open to all - Creative Departments especially	Member/Sponsor: \$50 + GST (TBC) Non-Member: \$70 + GST (TBC)	Up close and personal with the Axis Judges Venue: TBC Duration: Evening – 2 hours
	Axis Awards	Thursday 8 th March	Awards Dinner – Creative/ Production Companies	Member/Sponsor: \$240 + GST (TBC) Member Table: \$2,250.00 + GST (TBC)	The Comms Council Axis Awards recognise creative excellence in New Zealand. Venue: Shed 10 Note: Non-members may attend at non-member prices \$3,000 per table
	Account Management Course	Thursday 22 nd March	All levels can benefit, but focus will be on intermediate-level account managers	TBC	The Comms Council in conjunction with Sarah Ritchie, founder of AM-Insider, are planning a one-day Account Management workshop aimed at equipping AM's with the skills and tools to work most effectively and efficiently with clients.
	Media Lab	Thursday 29 th March	TBC	TBC	TBC
APRIL	Strategic Planning Lab	18 th April (full day) 2 nd May (full day) 23 rd May (half day)	Account Managers to Account Directors Junior – Mid level Planners Media Planners – Mid- level Communications Managers, Marketing Managers	Member: \$1200 + GST (TBC) Non-Member: \$1800 + GST (TBC)	Comms Council, in conjunction with AUT University and leading industry experts demystify the word “strategy”. Facilitators Murray Streets and David McIndoe will help participants move from implementation to the strategic thinking process needed to plan effective communication. Duration: 2.5 days staggered over April / May Venue: Media Design School
MAY	Beacon Awards in association with NZME	Thurs 10 th May	All media industry agencies including all staff	Member/Sponsor: \$240 + GST (TBC) Member/Sponsor Table: \$2,250 + GST (TBC)	The Comms Council Beacon Awards allow agencies to showcase the thinking behind the delivery of their advertising campaigns. The focus is on strategy and implementation rather than the creative. Venue: Viaduct Events Centre Duration 6.30 - midnight
JUNE	Foundations of Advertising & Media Course	Tuesday 12 th June – 18 th September	Agency graduates/interns, Media Assistants, Account Managers and Planners and marketing people with 1 - 3 years' experience	Member Cost: \$2000 + GST (TBC) <i>Due to high demand, this course is only open to Comms Council members.</i>	A comprehensive 12-week course covering the fundamentals of the advertising and media agency world. Leading industry speakers and academically underpinned by AUT University. Structure – Opening function followed by 9 weekly modules, assignment component included, and final assignment presentation by participants concludes the course. Duration: 12 weeks <i>Note: Wellington, Hamilton and Christchurch participation via remote connection</i>

	Wayne Lotherington –The Machine and Thinking Creatively	TBC	Media, Account Management, Planners, and Senior Management	Member: \$1500 + GST	<u>The MACHiNE™:</u> Wayne’s methodology shows agency people what to say (and what NOT to say) and provides them with the tools to sell creative work in successfully, first time around. <u>Creative Thinking:</u> This course will teach participants how to develop creative thinking skills they can apply on the job every day and how to do it fast and effectively. Duration: Two full days each course
	Effie Awards Entry Writing Workshop	TBC		Member: \$30 + GST Non-member: \$60 + GST	Venue: TBC Book by emailing awards@commscouncil.nz
JULY	BOTAB Battle of the Ad Bands	Thursday 30 th August		Bands: \$300 + GST (TBC) Tickets Member: \$45 + GST (TBC) Non-member: \$80 + GST (TBC)	Over 500 creative, talented people of the Ad and Media World – from CEO’s to runners - will be at the Kings Arms to support the bands from their own agencies who are battling it out. It’s a fun night with celebrity MC’s and judges, loads of giveaways, and some great music. Venue: TBC
AUGUST	Foundations – Final Presentations Evening	Tuesday 18 th September	Foundations of Advertising Students, Managers, Colleagues	N/A	Venue: AUT University, Sir Paul Reeves Building WG308
SEPTEMBER	IPA new courses	Tuesday 2 nd October	TBC	TBC	TBC
OCTOBER	Effectiveness Function	Thursday 11 th October		TBC	Hear the Effie Awards International Judge speak on a topic relating to advertising effectiveness. Venue: TBC
	New Zealand Effie Awards	Thursday 18 th October	Agency management, clients	Member: \$235 + GST (TBC) Table: \$2250 + GST (TBC)	The Effie Awards represents the pinnacle in advertising effectiveness. Effie Award winners combine all the disciplines of successful marketing programme: planning, market research, media, creative and account management and demonstrate a partnership between agency and client in the creation, management and building of a brand. Venue: The Langham Note: Non-members may attend at non-member prices.
NOVEMBER	Comms Council Graduate Selection Day	TBC	Agencies and Students		