



CAANZ PRESENTS:

THE MACHiNE™

SELLING CREATIVE WORKSHOP, FACILITATED BY DR WAYNE LOTHERINGTON

An agency in Singapore calculated that approximately 35% of the Creative Department's time was spent on re-working the creative after their initial idea was rejected by the client.

And that's without counting the time of Planners and Suits, the effects on the quality of work approved or the impact on the motivation of the team.
So imagine the value of selling creative first time round.

Wayne's Selling Creative workshop, named "The MACHINE" has been one of his most popular and effective courses for Creative people, Account Management, Planners and Media.

His two day course offers not only content but the process of deconstructing an actual piece of work and using the 'tools' he provides to build the solutions and the confidence to deliver the creative work to the client.

INTRODUCING THE MACHINE, FACILITATED BY DR WAYNE LOTHERINGTON

Wayne Lotherington is the CEO of the creative training business, 'Allsorts'.

He started 'Allsorts' in 1999, after a distinguished career with agencies DDB, JWT and Leo Burnett, where he reached the level of Regional Director of Account Management Asia Pacific.

He has since conducted over 1000 workshops across the globe, for agencies in New York, Chicago, London, Paris, Moscow, Dubai, Hong Kong, Shanghai, Singapore, Sydney, and more than 40 other cities.

His agency clients include some of the biggest names in advertising, such as Grey, BBDO, TBWA, JWT, DDB, Leo Burnett, Publicis, Ogilvy, McCann, Dentsu – as well as dozens of smaller brands. His media clients have included Zenith Optimedia, Starcom, OMD, PHD, UM, Mediacom and Initiative.

Wayne's Selling Creative workshop, 'The MACHINE,' has been one of his most popular and effective for Creative people, Account Management, Planners and Media, with 2- 5 years' experience or more.

THE MACHINE WORKS

When faced with the creative product, clients tend to focus on the 'WHY NOT' to approve, as they are afraid of making a mistake, or going out on a limb.

Wayne's methodology shows agency people exactly what to say (and, perhaps more importantly, what not to say) in order to overcome that fear. The MACHINE helps clients recognise WHY the creative does the job for them. It reduces subjectivity, and gives sound business reasons to approve the work. In doing so it forces attention on the "Idea," rather than the "Execution."

His course offers not only content, but the process of deconstructing an actual piece of work and using the tools he provides to build solutions, and the confidence needed to deliver creative work to the client.

IMAGINE THE BENEFITS TO SELLING YOUR WORK FIRST TIME AROUND...

- More satisfaction when your best ideas are sold, not just your safest.
- Better creative work will be approved, helping the clients' business and your own career.
- Cost savings as a result of reducing the amount of re-concepting. Selling just one campaign that would otherwise have been rejected could recoup more than the cost of the course itself.

CREATIVE
IDEA

SOLD

WHAT PEOPLE HAVE SAID AFTER ATTENDING

“Ridiculously accurate insight into persuasion.” *Nick*

“Enlightening, inspiring and very memorable.” *Dan*

“Learnt a lot from Wayne’s techniques but also his personal style of public speaking.” *Steph*

“Stimulating, illuminating, practical, a shake-up!” *Jamie*

“Absolutely loved it, even from a media background, it was great to be able to see the creative process.” *Ashleigh*

DETAILS

AUCKLAND:

20th - 21st June, 2016

8.30am - 5.30pm each day

The Heritage Hotel

Wyndham Street, Auckland CBD 1010

COST PER PERSON:

Members Rate \$1500.00 + GST per person

Non Members \$2300.00 + GST per person

Course materials, refreshments and lunch included for both days

Full details available from Marlen Smith,
CAANZ Industry Development Manager
marlen@caanz.co.nz / 09 303 0435

BOOK NOW

REGISTRATION:

More information on www.caanz.co.nz

Places limited – to book now, email

lis@caanz.co.nz

Please provide full name, position, and contact details of attendees- and advise any special dietary requirements

Agencies/clients will be invoiced by CAANZ under normal terms of trade

CAANZ T&Cs apply – see website

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About CAANZ: The Communication Agencies Association of New Zealand (CAANZ) is the industry association representing the interests of marketing communication agencies. CAANZ has 91 member agencies with a combined turnover well in excess of \$1 billion, which collectively represent 95 percent of agency billings in New Zealand. Members cover creative, media, digital and marketing communication disciplines.

CAANZ 

Communication Agencies Association