

campaign

# MediaWorks

Bangkok Thailand

**EMPOWERING APAC'S  
FUTURE MEDIA LEADERS**

**REAL TRAINING  
IN REAL TIME  
FOR THE REAL WORLD**



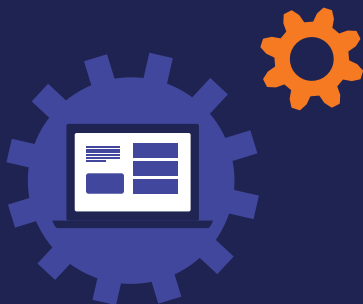
#MediaWorksXIV  
[www.mediaworks.asia](http://www.mediaworks.asia)

# Do you have what it takes?

## WHO SHOULD ATTEND?

MediaWorks is the essential training ground for all those working in advertising-related disciplines:

- Media planners & buyers
- Account managers
- Advertising sales
- Agency planners
- Brand marketers
- Content producers
- Planning & accounts directors
- Digital manager
- Client service managers
- Agency creatives
- Other industry-related functions



## Real training for real life

MediaWorks is a four-day training course designed to challenge rising stars of the media and communications industry. Working in multi-disciplinary teams, these rising stars will develop and execute their media strategy before presenting to a panel of experts, including the client representative. In the process, they gain critical training in four core areas: insights, strategy, actionable ideas and presentation. The winning team will be crowned the MediaWorks champion 2019.

MediaWorks has become a career milestone for the region's top talent in the media, marketing and advertising industry. In 2019, we look forward to another intensive course, filled with important moments of learning, collaboration, discovery, mentorship and celebration. Over four days, the delegates will be guided by the industry's agency and communications leaders as they tackle a real brief from a real client. Delegates will have a unique, hands-on experience to examine the obstacles facing the next generation, gain techniques and strategies to win business, develop effective storytelling skills and learn how to be creative while delivering marketing objectives.

Now entering its 14th year, MediaWorks was created to increase performance and drive consistently excellent work across the region by developing motivated top talent. This four-day residential course guarantees a rewarding personal and professional experience which will take their career and skills to the next level.

**MediaWorks is conducted in English. All delegates must have a good level of English in order to participate fully and make the most of this training programme.**

Organised by **campaign**

# Programme Agenda

- 1.30pm

**Delegate registration and check-in**
- 2.00pm

**Welcome to MediaWorks**  
The Why, Who, How, What, When and Where of the next four days
- 2.30pm

**Team Allocations: your own team for the course**  
Participants will be divided into groups of teams with whom they will work for the duration of the four days. Each team will have a 'mentor', an industry specialist with a wide range and depth of expertise, who will be on hand for advice as the group develops its strategy.  
  
After introductions, each team must select their agency name and will be allocated their own private syndicate room, or 'headquarters', where they will find the details of a unique team-building exercise to kick off MediaWorks.  
  
By **Torie Henderson**, CEO, Southeast Asia & India, Omnicom Media Group
- 6.00pm

**Dinner and networking**
- 7.45pm

**Agency CEO panel**
- 8.15pm

**The Brief**  
Presentation of the client brief

PLEASE NOTE: This programme may be subject to change

DAY 1

Wednesday  
May 22

MediaWorks is not for  
the fainthearted!

This is not a 4 day conference. It is an intensive, interactive, challenging but ultimately rewarding training programme. There are scary moments and sleepless nights – participants work hard and play harder.

You will leave with a tremendous sense of achievement, unrivalled learning and dramatic personal development that no other training experience can offer.



DAY 2

Thursday  
May 23

## Here is what previous delegates have said:

"MediaWorks pushes you to get out of your comfort zone and tackle challenges head on. It forces us to "grow up" in so many ways."

"The experience has changed the way I look at a brief and the guidance given is absolutely smack on"

"MediaWorks: take a spark and turn it into a roaring blaze."

"Fantastic combination of emotions ranging from excitement to hope & delusion and despair culminating in a high"

"An incredible experience. The more you put in, the more you'll get from it! Challenge you to approach the work from angles you didn't realize existed."

"In the beginning I didn't know what to expect, then I was excited, then I hated it, but in the end I loved it!"

"Years worth of experience in 4 days."

"A great ground to come face-to-face with your greatest weakness."

## Programme Agenda

**9.00am** Introduction and the day ahead

**9.10am** Insights session

**9.40am** Strategy session

**10.10am** Coffee break

**10.30am** Ideas session

**11.00am** Presentation session

**11.30am** **Wrap up and return to Syndicate Session**

With the skills briefing and conference sessions fresh in their minds, teams return to the privacy of their syndicate rooms to continue their pitch preparations and planning.

**1.00pm** Working Lunch

**2.00pm** **Meet the client, Q&A**

The opportunity for each agency to meet the client in private, ask smart questions and to road test ideas and thoughts.  
*Individual syndicate rooms*

**7.00pm** Dinner

**10.00pm** Ideas testing with respective mentors

*PLEASE NOTE: This programme may be subject to change*

## Programme Agenda

### 9.00am **Syndicate Sessions**

Teams continue to complete their presentations

### 12.30pm **Submission of presentations**

Lunch

### 1.30pm **Strategy Presentations**

The moment that all the teams have worked for: The strategy presentation.

The strategy, hard work and planning of the previous 48 hours are put to the test as each team gets the opportunity to present their case to the client panel.

### 5.00pm **The Finals**

The finalists who have made it to the shortlist will make their presentations in front of all delegates and mentors.

### 6.15pm **Final Judging**

### 7.30pm **Offsite Dinner**

After all teams have completed their pitches, an evening of fun and frivolity awaits.

### 8.00am **Team Feedback with Mentors and the Client**

Every agency team receives feedback on their own presentation in private with their respective judging panel.

### 11.30am **MediaWorks 2019 Winner Announcement**

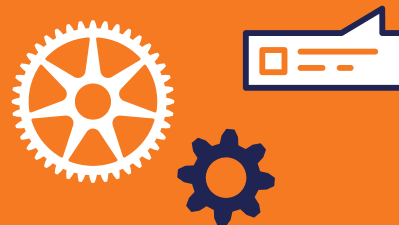
The winning team is announced and crowned as the MediaWorks winner.

### 12.00pm **Closing Remarks and end of MediaWorks 2019**

*PLEASE NOTE: This programme may be subject to change*

DAY 3

Friday  
**May 24**



DAY 4

Saturday  
**May 25**

# Register Now!

**To register, visit**  
**[www.mediaworks.asia](http://www.mediaworks.asia)**

## Contact Us

For more information about MediaWorks 2019 programme, training and mentors, please contact:

Delegate & Programme Information  
Joanne Ma  
Senior Events Manager  
Tel: (+852) 2122 5254  
Email: [joanne.ma@haymarket.asia](mailto:joanne.ma@haymarket.asia)

For information about MediaWorks 2019 sponsorship opportunities, please contact:

Atifa Silk  
Brand Director  
Tel: (+852) 3175 5933  
Email: [atifa.silk@haymarket.asia](mailto:atifa.silk@haymarket.asia)

## Registration

**Date:** 22 – 25 May 2019

**Venue:** **Marriott Marquis Queen's Park**  
199 Sukhumvit Soi 22  
Klong Ton, Klong Toey  
Bangkok 10110, Thailand

**Cost:** **US\$2,960 per person**  
(Optional additional top-up cost for upgrade to single room occupancy)  
US\$440 per person for 3-nights

### Price includes:

- 3 nights' twin share accommodation
- Breakfast, coffee breaks, lunch and dinner
- All course materials
- Transfers to and from airport on arrival day, Wednesday 22 May and departure day, Saturday 25 May
- Offsite MediaWorks dinner on Friday 24 May

### Final booking deadline: 10 May 2019

#### Terms & Conditions:

**Payment terms:** All payments must be received by 17 May 2019. Please make payment (HKD/USD) payable to Haymarket Media Ltd via bank transfer, credit cards or Alipay. Ticket price does not include airfare, ground transportation and visa fees.

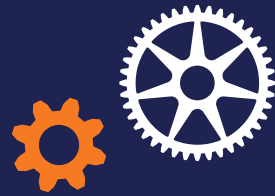
**Substitutions/Cancellations:** Upon receipt of your online registration confirmation, your place(s) will be confirmed. Any cancellation/substitution must be received in writing. One of the following charges will be levied according to the cost of your registration and time of cancellation.

Cancelled on or before 8 April 2019 — 50% fee will be charged  
Cancelled after 8 April 2019 — 100% fee will be charged

Haymarket Media reserves the right to make changes to the programme, location and/or speakers without prior notice. Haymarket Media will not offer refunds due to a terrorist alert or incident unless the event is cancelled. If we are unable to run the event, Haymarket Media will retain up to 50% of the booking fee to cover marketing and administration costs.

**Room Allocations:** Every effort will be made to allocate shared accommodation according to request. In some cases, however, this may not be possible and the organiser reserves the right to assign rooms at their discretion, or in alternative hotels, should the need arise. All room allocations will be on same-gender basis.

# 5 Reasons to Attend MediaWorks 2019



- 1 The only regional media strategy training experience with a real client outside of your office

Gain strategies for winning a client and maintaining creativity while still delivering client objectives

2



3

Learn from senior industry leaders



Network with your peers from across Asia-Pacific

4



5

An unrivalled learning opportunity that pushes you to deliver your very best



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