



Television: Strategic Planning & Investment Process

Location: 95 St Clair Avenue West, Suite 1103, Toronto
Session: 8:30 am - 12:30 pm

Instructors:

Theresa Treutler – President & CEO, Television Bureau of Canada
Duncan Robertson – Manager, Resource Centre, Television Bureau of Canada

About the course:

The decision to include any medium within a communication plan typically represents a significant investment and should therefore be done in an informed and judicious manner. This course will outline the (media) steps involved in going from communications brief to reviewing the post campaign achievements of a television execution.

Specifically, this seminar will review the process of defining a target audience, profiling their media habits, establishing the optimum media mix, selecting and evaluating individual media vehicles, and in the case of television, constructing the buy.

Billions of dollars are spent by advertisers every year on Television airtime in Canada, and broadcasters, advertisers and advertising agencies have invested heavily in the best measurement system in the world, PPM (Portable People Meters). This seminar will review and highlight the benefits of PPM.

Finally, advertisers want to know that the money they spend on Television advertising is having an effect. We will review case studies and the latest research regarding the perceived and actual effectiveness of advertising on Canadian consumers.

About the presenters:

Theresa Treutler brings 25 years of advertising agency experience in both strategic planning and executional disciplines. She began her career at Ogilvy & Mather, and spent the majority of her agency years at Leo Burnett in both planning and investment capacities on major client assignments such as Kellogg's, Visa, Diageo, Buena Vista, and Procter & Gamble.

Duncan Robertson began his career in 1989 as a media planner with Grey Canada. He held various media planning positions with SMW Advertising and Vickers & Benson Advertising prior to joining TVB in 2001.

[Click here](#) to download the course registration form.

For further information, please contact:

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