

Introducing: the Mini-Series

Webinars can be great, but they are mostly 'one-way-traffic'.

So, from tomorrow, we will launch an online programme of "mini-series" which is informative, interactive, and relationship-building.

The Mini-Series: how does it work?

There will be two levels: one set of mini-series for Agency Owners, CEO's and Managing Directors – and one set for agency staff of all levels.

Each series is made up of five two-hour Zoom sessions. Between 10 and 20 people will participate in each series.

To ensure value for everyone, each participant is expected to attend all five sessions.

Five world class consultants will each lead one session, with a unifying theme across all sessions.

Each session will include an in-depth learning element, as well as a relationship-building interactive element.

A typical 2-hour session may be:

- 15 minutes ice-breaker: introductions, or recap on previous week
- 45 minute presentation by facilitator, including discussion and Q&A
- 30 minutes breakout where small teams (typically 5 people) work together on a brief given by the facilitator
- 15 minutes where a spokesperson from each team reports back on that team's work
- 15 minutes summary, conclusions from the facilitator, defining action steps for each participant.
- After the session ends, participants may choose to go back into smaller groups for informal 'get to know each other' networking sessions, for a further 20 minutes.

How to join?

The First Mini-Series are now open for booking! Please book your place via Eventbrite.

Times are fixed, so be sure to choose a mini-series which works for your time zone.

The costs are:

- For Owners / CEOs / MD's series: **GBP 650** per participant.
- For Other agency people: GBP 495 per participant.

Maximum 20 people per series: first come, first served!