



thenetworkone Leadership Seminars - Planning and Strategy: from Art to Science



Seminar 1: 'The changing role of Planning in Agencies'

James Caig, Account Planning Group, UK

For all agency staff

Monday 1st March, 14:00 UK

Content summary

James Caig will address the changing role of planning in agencies in four areas:

- Output: what does good planning look like, and why generalists still count in a specialised world
- Skills: what your team should be good at
- Mindset: planning as catalyst for agency growth
- Making changes: some tools for change and self-improvement

About James

James Caig is a strategist, facilitator and trainer who has worked in marketing and communications for 20 years.

He has run strategy teams in media, advertising and digital agencies; worked in networks, independents and occasionally as a client; and worked on everything from big brands and global accounts to SMEs and the public sector.

He runs training for agencies and for APG in the UK.