



TV & RADIO

JAN-FEB 2024

ONLINE MASTERCLASS

SPEAKING THE LANGUAGE OF THE CFO
HOW BRANDS MAKE FINANCIAL DECISIONS
FOR THEIR ADVERTISING BUDGETS

egta.

IAN WHITTAKER
MEDIA, TECHNOLOGY + THE BIGGER PICTURE

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ONLINE MASTERCLASS WITH IAN WHITTAKER - SPEAKING THE LANGUAGE OF THE CFO:
How Brands Make Financial Decisions for their Advertising Budgets



IAN WHITTAKER
MEDIA, TECHNOLOGY + THE BIGGER PICTURE

Managing Director and Founder of Liberty Sky Advisors, twice City AM 'Analyst of the Year', Ian is a leading consultant and research analyst with more than 20 years of industry experience covering media and tech in the financial markets and beyond.

Join our upcoming online Masterclass, guided by Ian Whittaker, a renowned consultant and research analyst.

Historically, sales houses have tailored their communication and sales tactics to a brand's Head of Media or Chief Marketing Officer. Today, however, global media experts are observing a changing power dynamic within advertisers' boardrooms. The Chief Financial Officer is now assuming a more central role in decision-making around marketing investments. This programme addresses the specific needs of sales houses in this new era.

- 23 January - 13 February 2024
- Tuesdays 15:00 CET - 4 sessions x 1.5 hours
- €750 per participant

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"As the guardians of corporate finance, CFOs have a responsibility not just to manage budgets but to proactively steer their organisations towards profitable growth... The modern CFO understands that true financial leadership is about looking beyond the budget, focusing equally on revenue streams, and driving the company forward."

- [Jack Myers, Media Ecologist & Founder of MediaVillage](#)

Course objectives:

- ✓ Understand the pressures and influential factors that shape brands' financial strategies and budgetary decisions
- ✓ Confidently speak the language of the CFO and know how to adjust your commercial communications accordingly
- ✓ Learn to create actionable plans based on real-world insights in order to enhance your marketing and sales strategies
- ✓ Master how to position TV/radio advertising as a strategic investment that meets the budgetary priorities of top-tier decision-makers

Target group:

- This training is aimed at sales and marketing teams working directly with brands – all those who want to rethink the way they convince brands of the benefits of TV / radio advertising and adapt their marketing and sales strategy

Pricing:

- €750 per participant for the entire Masterclass programme
- Limited to two participants per egta member company (a total of approx. 30 participants per Masterclass allows for greater interaction)
- Please communicate the invoicing information to cecile.benedetti@egta.com

Course overview:

Week 1 – 23 Feb -15:00 – 16:30 CET

Introduction to Today's Media Landscape: Market Trends, Insights and Financial Perspectives

1.1 - What does the current advertising market look like? What are the key drivers and trends within the media and tech sector? Setting the scene for the rest of the course.

1.2 - How advertising and marketing are viewed by Boards and management teams; an analysis of the accounting standards involved in advertising and the financial impact on a company's marketing spend P&L.

Week 2 – 30 Feb -15:00 – 16:30 CET

Share Price Dynamics and Decision-Making in Advertising

2.1 - What matters when it comes to the share price performance of companies? Understanding the key drivers of a company's share price as well as the importance of investors' views and analysts' consensus numbers on companies' decision-making.

2.2 - Case study 1: Analysing the transcript and results of a major advertiser and highlighting the major influences on management's decision-making, especially around advertising.

Week 3 – 06 Feb - 15:00 – 16:30 CET

Speaking the language of C-suite executives: Key Concepts and Argumentation

3.1 - Case study 2: Analysis of a second real-world example from a major advertiser, understanding how and why decisions are made.

3.2 - How do advertisers and marketers explain and justify advertising budgets? Insights into successfully demonstrating the financial benefits of continued advertising spend in a way that resonates with the CFO, CEO and Boards. Understanding core concepts, such as advertising as "intangible capex" and why ROI is not the only valuable metric.

Week 4 – 13 Feb – 15:00 – 16:30 CET

Client Insights, Conclusions and Key Takeaways for Success

4.1 - Understanding more about clients' priorities. Identifying key sources of information, such as annual reports, and how to use them to understand companies' strategies.

4.2 - Conclusion: An overview and discussion of lessons learnt, main takeaways and how to implement them.

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