

## **More about mda's briefing your supplier/evaluating their work programmes**

**Benefit:** Maximising your investment of money *and time* that you entrust to your creative suppliers, e.g. advertising agencies, designers, etc.

**Introduction:** Most organisations rely on outside suppliers for many of the key inputs to their business – particularly in the more knowledge-oriented, creative industries. But often there is little understanding of what these suppliers need – directionally and in motivational terms – to maximise their contribution. Similarly, there is little understanding of how to evaluate – and crucially to improve – the work they submit. Most of the “training” in these areas is “on the job”, i.e. you are training by allowing people to learn by their mistakes at your expense, and/or relying on outside suppliers to train them for you. Logic suggests that this is not the optimum way to maximise results.

**For:** Anyone involved in the process of developing solutions for the company's issues, from initial briefing up to final implementation – and working with either outside suppliers or indeed “internal” suppliers.

**Purpose:** Maximising contribution from the brains you hire from outside to help you deliver.

**Objectives:** The workshop is designed to:

- create a model for successful briefing, including obtaining the appropriate information, and getting buy-in to the brief and its implications,
- show how to brief effectively when developing solutions,
- demonstrate how a good brief can motivate to develop better work,
- provide an understanding of how to evaluate resulting ideas against a brief,
- help the process of selling the innovative ideas created from the brief.

**Approach:** As practical as possible, chiefly using role-play and reverse role-play as a means of anchoring the learning. The role-plays can be common hypothetical situations, or real situations from the client's business model.

**Duration:** usually one day

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