



AT A GLANCE: EXECUTIVE CAAP WEST PROGRAM – 2012/13

SESSION DATES:

Term One:	Dates*:	Location*:
Weekend 1:	Feb 24/25/26, 2012	Calgary, SAIT Polytechnic
Weekend 2:	March 30/31, April 1, 2012	Edmonton, Grant MacEwan University
Weekend 3:	May 25/26/27, 2012	Calgary, SAIT Polytechnic
Term Two:	Dates:	Location:
Weekend 1:	Sep 28/29/30, 2012	Edmonton, Grant MacEwan University
Weekend 2:	Nov 16/17/18, 2012	Calgary, SAIT Polytechnic
Weekend 3:	Mar 1/2/3, 2013	Edmonton, Grant MacEwan University
Weekend 4:	Apr 26/27, 2013	TBD (Edmonton or Calgary)

NOTE: Schedule dates and locations are subject to change.

SESSION CONTENT:

TERM ONE:	Dates & Location	Timing:
<p>Weekend 1: Communications Business Strategy</p> <ul style="list-style-type: none"> Learn the role of positioning business strategy in developing strong communication solutions. Learn how to assess and develop brand-centric business strategy and explore how it informs communication direction. Work with a unique analytic tool kit/process designed to focus thinking into effective strategic direction. Build a range of strategic approaches and apply the learning through case work and real world examples. 	<p>Feb 24/25/26, 2012</p> <p>Calgary, SAIT Polytechnic</p>	<p>Fri. 9am-9pm Sat. 9am-5pm Sun. 9am-3pm</p> <p><i>Note: Extended kick-off day timing. Balance of schedule not affected.</i></p>
<p>Weekend 2: Insight and Creative Strategy</p> <ul style="list-style-type: none"> Learn what insight is, where to find it and what to do with it in developing creative strategy. Work with creative thinking tools to explore and define strategic insight and brand proposition territory. Understand the role of creative strategy and effective briefing in developing strong communications solutions. 	<p>March 30/31, April 1, 2012</p> <p>Edmonton, Grant MacEwan University</p>	<p>Fri. 3pm-9pm Sat. 9am-5pm Sun. 9am-3pm</p>
<p>Weekend 3: Integrated Brand Communication Planning</p> <ul style="list-style-type: none"> Learn about 360° brand communication planning and how it informs the design of consumer-centric solutions. Explore the communication solution landscape (consumer connection, brand idea and channel orchestration). Build ideation skill in developing integrated organizing ideas for communication design. 	<p>May 25/26/27, 2012</p> <p>Calgary, SAIT Polytechnic</p>	<p>Fri. 3pm-9pm Sat. 9am-5pm Sun. 9am-3pm</p>

Visit: www.caapcanada.ca



AT A GLANCE: EXECUTIVE CAAP WEST PROGRAM – 2012/13

TERM TWO:	Dates & Location	Timing:
Weekend 1: Designing Communications Solutions <ul style="list-style-type: none"> Learn about design and application of branding strategy (narrative, character & community planning). Build skill in developing creative channel ideas that enable deeper brand/consumer interaction and engagement. 	Sep 28/29/30, 2012 Edmonton, Grant MacEwan University	Fri. 3pm-9pm Sat. 9am-5pm Sun. 9am-3pm
Weekend 2: Delivering Communications Solutions <ul style="list-style-type: none"> Explore the 360° media channel landscape (Paid/Earned and Owned channels) and build perspective on integrated planning. Build integrated communications plans reflecting business objectives, consumer connection and branding intentions. 	Nov 16/17/18, 2012 Calgary, SAIT Polytechnic	Fri. 3pm-9pm Sat. 9am-5pm Sun. 9am-3pm
Weekend 3: Orchestrating Communication Solutions <ul style="list-style-type: none"> Deep dive case work to explore the key skills of orchestration planning. Review media channel planning best practices and proven case examples. 	Mar 1/2/3, 2013 Edmonton, Grant MacEwan University	Fri. 3pm-9pm Sat. 9am-5pm Sun. 9am-3pm
Weekend 4: Applied Project Completion – Innovation Pitch <ul style="list-style-type: none"> Leverage the total course learning in a pitch for a uniquely designed business innovation including launch communication plan. Work with an instructional advisor over the total term to hone your team's approach and validate your solution. Experience the business pitch dynamic by presenting to a select panel of industry leaders. 	Apr 26/27, 2013 TBD, either Calgary/Edmonton	Fri. 3pm-9pm Sat. 9am-5pm <i>Note: This is a short weekend. Graduation celebration included.</i>

TUITION RATES – PER TERM

Please Check One:	Term One (2012)*	Term Two (2012/13)*
DISCOUNT RATE (save 10% on standard rate)	Until November 30, 2011	Until July 9, 2012
<input type="checkbox"/> ICA MEMBER – Employee	\$2,870 (+HST/GST)	\$2,870 (+HST/GST)
<input type="checkbox"/> CLUB RATE – ACE Member	\$3,347 (+HST/GST)	\$3,347 (+HST/GST)
<input type="checkbox"/> Non-Member	\$3,825 (+HST/GST)	\$3,825 (+HST/GST)
STANDARD RATE (plus HST)	After November 30, 2011	After July 9, 2012
<input type="checkbox"/> ICA MEMBER – Employee	\$3,190 (+HST/GST)	\$3,190 (+HST/GST)
<input type="checkbox"/> CLUB RATE – ACE Member	\$3,720 (+HST/GST)	\$3,720 (+HST/GST)
<input type="checkbox"/> Non-Member	\$4,250 (+HST/GST)	\$4,250 (+HST/GST)
FULL Tuition Payment Due	February 13, 2012	September 10, 2012

*Installment Payment plan options available

Applicable taxes based on Province of residence
 GST/HST Registration #R107508509

Visit: www.caapcanada.ca