

What's the brief for Impactful Marketing Communications

Being able to craft a clear brief is an essential, and often overlooked, ingredient for successful marketing and communications. This session covers how to create a comprehensive brief which clearly communicates the measurable outcomes, creating more efficiency in your marketing resources. Kristi will share some of the key frameworks we use at Wild Hive to uncover the key strategic priorities in a project, understand the audience and gain clarity on the desired outcome. We'll also take a look at what common pitfalls can be avoided.



KRISTI WILSON-MCKENZIE

WILD HIVE

A bona fide champion at championing others, Kristi is continually inspired by social enterprises and for-purpose organisations that seek to make a positive difference in the world. Kristi is a business analyst, storyteller, marketer and creative thinker who brings both 'blue sky' imagination and the clarity of strong analytical skills. With a background in visual communication, and almost a decade in executive marketing, Kristi's passion is helping organisations communicate their brand stories, achieve real customer growth, and cultivate high-performing teams.

MISSION STREAM AND
NEW LANDSCAPE STREAM