



# mc Academy

## Knowledge without boundaries

### 2018



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# mc Academy

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Dear colleagues,

New year - new offer. The mc Academy, the inhouse program for professional development of media consulta, is entering the twelfth edition this year and is looking forward to an exciting exchange and a lot of new information for all employees who are thirsty for knowledge.

By focusing on the international exchange of knowledge and acquisition of industry-specific know-how, mc Academy guarantees an exciting and varied seminar and lecture program for all mc employees this year. Due to the global scope of the program, events will be held in English.

The structure of mc Academy program consists of five modules and three subject areas covering all areas of integrated communication: from PR and advertising, over accounting and computer skills, to international campaigning and new business.

We have adapted mc Academy's schedule to the training needs of mc employees. In case you find any relevant subjects still missing, we would be grateful for your suggestions.

mc Academy's internal and external speakers are established communication professionals who pass on new knowledge about technical issues as well as recent trends in the communication and advertising world through lectures, workshops and special trainings.

In the following pages you will learn more about the training events and seminars offered by mc Academy in 2018. On top of that, we inform you about further activities such as language and specialized courses, the mc sports support, educational excursions as well as about the Deutschlandstipendium that we proudly support.

If you are interested in a training course, please contact your head of unit or contact mc Academy directly. mc Academy is free of charge for mc employees worldwide. If you have any questions, please send an email to [mcacademy@mcgroup.com](mailto:mcacademy@mcgroup.com).

Expand your knowledge and take part in mc Academy.

We hope you enjoy it!

Yours sincerely,



**Harald Zulauf**  
CEO

Liebe Mitarbeiterinnen, liebe Mitarbeiter,

neues Jahr – neues Angebot. Die mc Academy, das hauseigene Fortbildungsprogramm von media consulta, geht mit diesem Jahr in die zwölfte Auflage und freut sich auf einen aufregenden Austausch und viele neue zu vermittelnden Informationen für alle wissenshungrigen Mitarbeiter.

Mit Augenmerk auf internationalen Austausch von Fachwissen und der Aneignung von branchenspezifischem Know-How garantiert die mc Academy auch dieses Jahr ein spannendes und abwechslungsreiches Seminar- und Vortragsprogramm für alle mc Mitarbeitenden. Dieses findet aufgrund der globalen Ausrichtung auf Englisch statt.

Die Struktur des mc Academy-Programms, bestehend aus fünf Modulen und drei Seminarbereichen, deckt alle Bereiche der integrierten Kommunikation ab: von PR und Werbung über Buchhaltungs- und Computerskills bis hin zu internationalem Campaigning und New Business.

Der Seminarplan wurde genau auf die Bedürfnisse unserer Mitarbeiter angepasst. Sollten dennoch relevante Themen im Programm fehlen, sind wir für Vorschläge dankbar.

Die internen und externen Referentinnen und -Referenten der mc Academy sind anerkannte Kommunikationsexpertinnen und -Experten, welche unseren Mitarbeitenden durch Vorträge, Workshops und in speziellen Trainings neues Wissen in Bezug auf Fachthemen sowie aktuelle Trends in der Kommunikations- und Werbewelt weitergeben.

Auf den nächsten Seiten erfahren Sie mehr zu den Fortbildungs- und Seminarangeboten der mc Academy 2018 und darüber hinaus weiteren Aktivitäten wie beispielsweise angebotenen Sprach- und anderen Kursen, der mc Sportförderung, Bildungsausflügen sowie dem Deutschlandstipendium, das mc fördert.

Bei Interesse an einer Schulung bitten wir Sie, liebe Mitarbeiterinnen und Mitarbeiter, sich an Ihre Unit-Leiter oder direkt an die mc Academy zu wenden.

Die mc Academy ist für mc Mitarbeitende kostenfrei. Bei Fragen rund um die mc Academy senden Sie eine E-Mail an [mcacademy@mcgroup.com](mailto:mcacademy@mcgroup.com).

Erweitern Sie Ihr Wissen und nehmen Sie teil an der mc Academy.  
Wir wünschen Ihnen viel Spaß und Erfolg dabei.

Mit freundlichen Grüßen

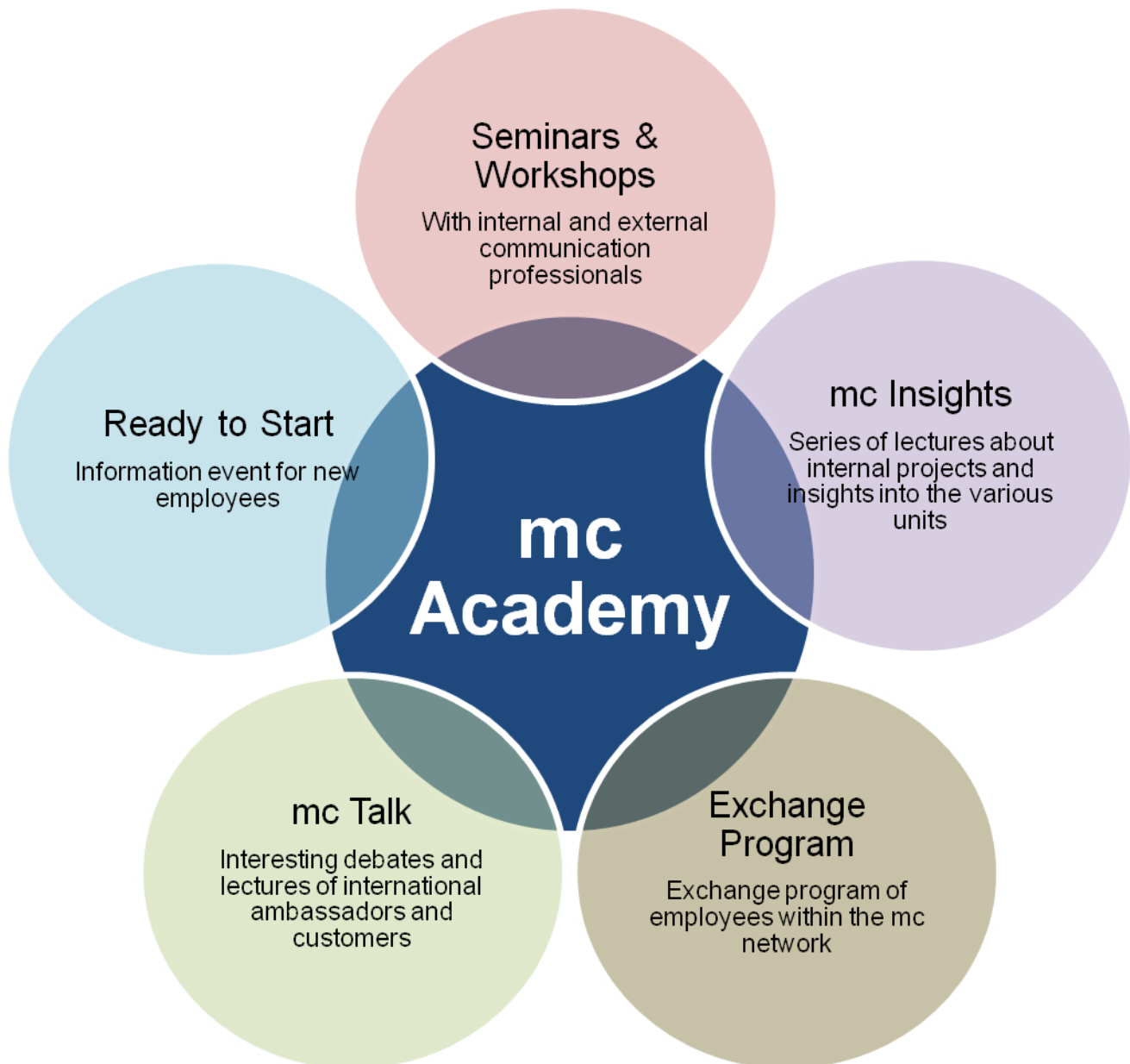


**Harald Zulauf**  
Geschäftsführer

# mc Academy

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## mc Academy modules:



# mc Academy

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## Module 1: Seminars and Workshops

When possible, seminars take place on a Saturday once or twice a month. Participation is open to all mc employees worldwide. Due to the global scope of the program, the seminars and workshops will be held in English.

### **Subject 1: PR, Marketing and Event**

Since media consulta is a globally aligned full-service agency, it is important to systematically tackle the latest standards in the world of communication and to work out strategic and operational methods that belong to successful PR, marketing and event processes.

#### **Seminars:**

- Social Media
- Presentation and Personality
- Concept-Workshop

### **Subject 2: Accounting, Purchasing and Computer Skills**

Functional accounting is the alpha and omega of a company. Every year brings new legal innovations that require staff training to achieve the optimum efficiency. Safe handling of the accompanying software increases the efficiency of the entire company. Moreover, employees can brush up on their IT skills or acquire more in-depth knowledge: experts systematically explain the many uses of MS Excel and other Office programs.

#### **Seminars:**

- Excel 2013

### **Subject 3: International Campaigning, New Business and Presentation**

Here the focus is on that little extra that makes a good agency and sets it apart from others: Successful customer acquisition, meetings with International stakeholders and professional presentations along proficient hard- and soft skills.

#### **Seminars:**

- Sales/ acquisitions training
- Communication with Arabic business partners

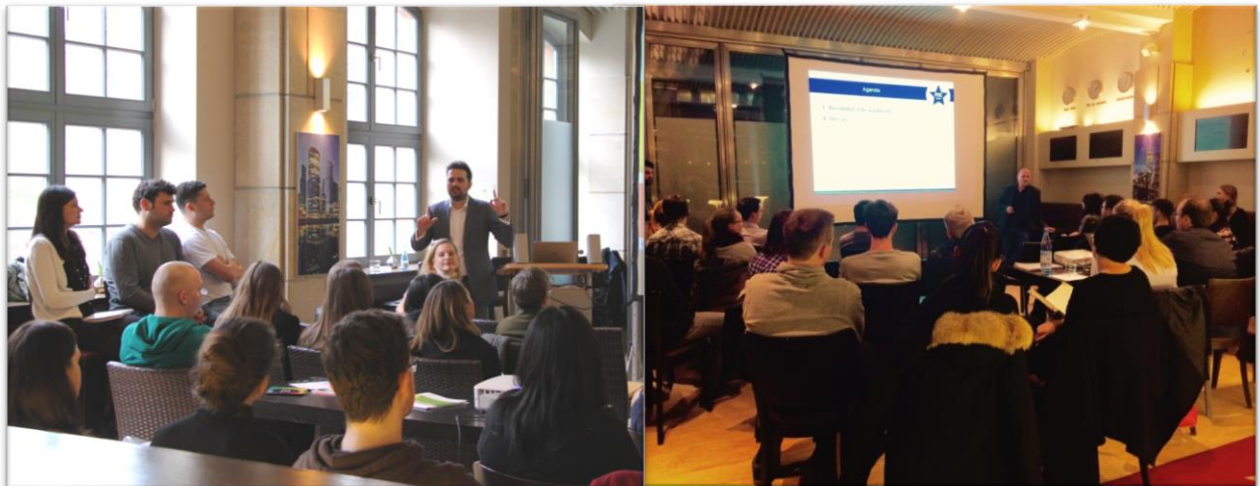
# mc Academy

## Module 2: mc Insights

How do you create an integrated communication campaign with china? What exactly are the tasks of the Advertising? How can you turn a basic site structure into a fully functioning website? How does the TV production team get from storyboard to TV spot and how does Controlling create the related budget?

About once a month, mc employees get the chance to gain insights into

- **the work of the mc units:** mc Music, mc TV, mc Sport, mc Publishing, mc PR, mc Event, mc Advertising and mc Digital by the responsible head of unit
- **the expertise of mc business partners:** suppliers, customers and other experts in their particular fields as well as
- **a CEO session:** by CEO Harald Zulauf himself, typically once a quarter



Insight with Chris Barron (PR newswire), April 2016

Insight from our Controlling Team, November 2016

In this way, Insights offer the opportunity for a better understanding of the interaction between the units as well as relevant topics in PR.

Usually they will be presented on the first Wednesday of the month. These events are mandatory for trainees and interns.

### **Insights 2018:**

- mc Insight: „Tasks and processes at the AD” by Ljiljana Marinovic
- CEO Session: “mc goes China – integrated communication campaign with Chinese clients ” by Harald Zulauf
- mc Insight: “What does the Maximum Media do?” by Igor Bozovic
- tbc

## Module 3: Introduction to mc & mc Ready to Start

As soon as we welcome a new employee to our team, they are given an "introductory course". Newcomers can expect an informative presentation about the global agency network media consulta, including its goals, recent customers and campaigns. The course is structured into two subjects:



### **Subject 1: "Introduction to mc" (Agency overview by CEO Harald Zulauf)**

- In this session, CEO Harald Zulauf welcomes the new employees in person and introduces them into the general structure and processes of the successful full-service-agency. This is a great opportunity, both to get to know the founder of mc and to ask him any questions.
- This event takes place every 2 – 3 month

### **Subject 2: "mc Ready to Start" (Collaboration between the mc units and the mc overhead units)**

- In the second session, each head of unit presents the work of their unit and speaks about the challenges that arise by working in close collaboration with other units. Also, the overheads from the remaining departments, such as Human Resources, Controlling, IT, Secretary and Reception, give an overview about relevant internal procedures that will be helpful for every new employee to know.
- mc Ready to Start takes place four times a year

# mc Academy

## Module 4: mc Talk



At regular intervals, the Academy presents an exciting discussion forum focused upon socially and politically relevant topics in the mc Continental HUBS Europe, CIS, North America, Latin America/Caribbean, Asia/Pacific, Africa and GCC/MENA. These are closely related to current affairs, mc campaigns and the countries mc collaborates with: India, Russia, Qatar, UAE, Bahrain, Saudi-Arabia, Mexico, Brasil, Argentina and Cuba, to name but a few. Interested mc employees, customers, suppliers as well as political multipliers and journalists are very welcome to join the audience



mc Ambassador Talk, December 2016

## mc Ambassador Talk

First in line is a series of meetings of international ambassadors and experts, organised by media consulta: The **mc Ambassador Talk**. Within this framework, Mrs Dr. Stausberg, Diplomatic Correspondent of the German newspaper “DIE WELT”, will moderate interesting debates. Afterwards, attendees will have the chance to continue the evening’s discussion in an informal environment.



## mc Capital Talk



For the second series, called **mc Capital Talk**, prominent personalities are cordially invited to present current topics with a view to the economy, politics, media and sports.

The dates and times of this series will be announced in due course.

### Timetable for mc Ambassador Talk and mc Capital Talk:

18:00	Welcome
18:30	Salutation, Introduction into the topic of the evening by mc's CEO Harald Zulauf, begin of the discussion
19:30	Q & A moderated by Ms. Dr. Stausberg
20:00	Get Together

Both talks will take place every other month in the News Café at the mc Headquarters in Berlin. The exact topics will be announced in due course.

The talks are presented and funded by the mc Foundation. The mc Foundation underscores the mc group's commitment to society as a whole. The purpose of the foundation is the promotion of international understanding, the promotion of education in the field of global communication, and development co-operation.

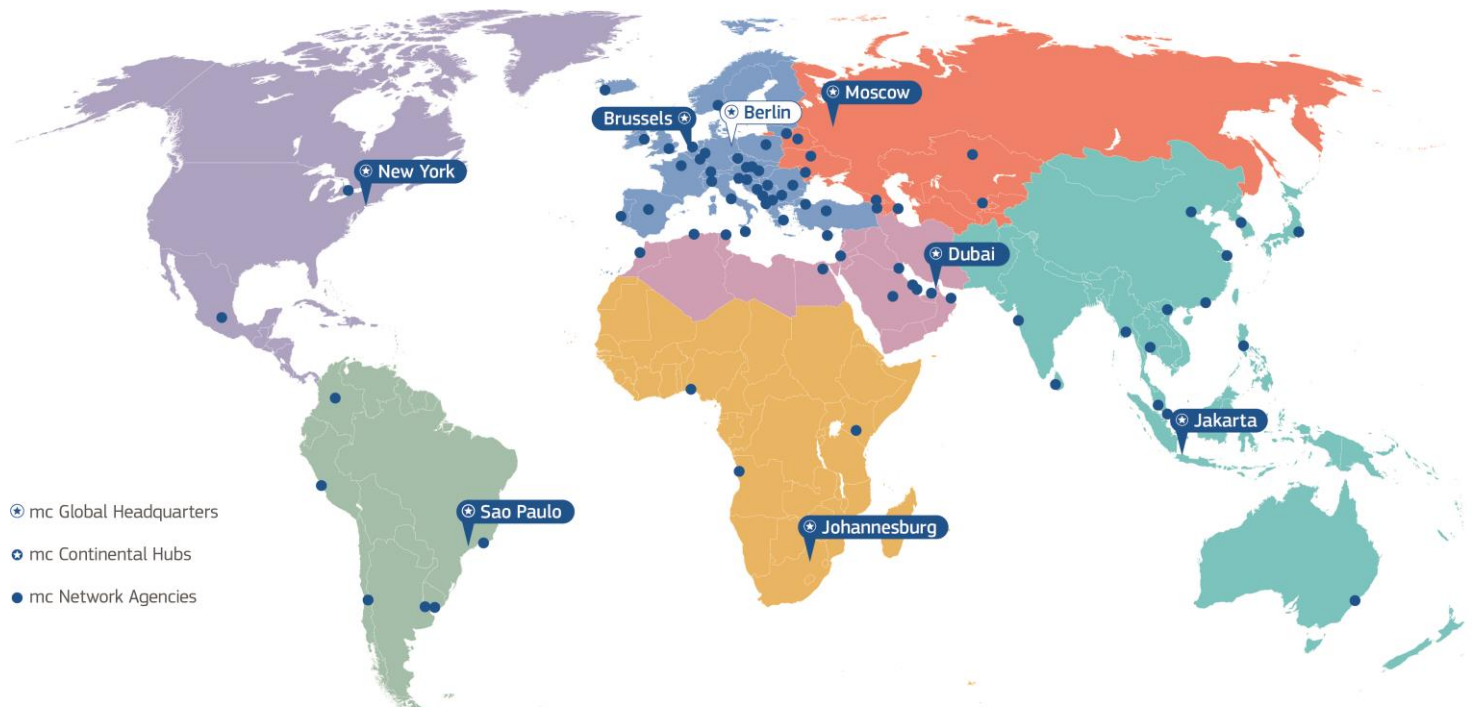


# mc Academy

## Module 5: Exchange Program

The mc Network Exchange Program promotes the international network idea and encourages intercultural competencies. Within this unique mc Academy program, mc employees have the opportunity to gain professional experiences at one of the many mc Network sites, to exchange knowledge, expand horizons and boost their international competencies.

- **For employees up from Junior level**
- **Free of charge**
- **Simple procedure**
- **Support and care by the mc Academy the entire time**



**The program is addressed to employees from Junior level upwards with at least 2 years of employment.** They have to be recommended by their home head of unit and need to comply with the requirements of the receiving Network Agency in terms of job description, preferred duration of exchange, language skills and key qualifications.

The exchange is free of charge for employees. The funding is carried by the dispatched and the receiving agency.

**Procedure:**

**1. Fill out the Application Form**

Offering personal information, language skills as well as job information: In which position you work and for how long? What are your perceptions about the exchange, which country do you want to choose? For how long? Why?

**2. Let your head of unit fill out the Recommendation Form**

They give information about the applicant's qualification such as know-how, work methods and social skills.

**3. Hand it over to the Academy**

We will do the rest for you and inform you about every other step

If you are interested in the mc Network Exchange Program, please send an email to [mcacademy@mcgroup.com](mailto:mcacademy@mcgroup.com) and the Academy will find a match for you within the mc Network.

## Further mc Academy courses and activities

### **1. mc sports support**

The health of our employees is a serious matter. Therefore, mc supports measures that are useful for the preservation and improvement of their health.

As part of that, mc pays a gross amount of 12, 50 € per month up to 150 € a year, e. g. for gym or sport club memberships as well as for back therapy training and suchlike.

The mc sports support is directed to every employee starting from the trainee-/volunteer level who have passed their probation and work at least six month in the agency.

If you are interested in the sports support, you can find more information in the mc Intranet or contact the Academy ([mcacademy@mcgroup.com](mailto:mcacademy@mcgroup.com)) directly.

## 2. Educational Excursions

At regular intervals, the Academy provides special excursions for its employees. Those are connected to the aims of the agency which is known for its expertise and market leadership in political communications and nation branding. In this sense, mc supports every activity under educational aspects. Together, we visit interesting establishments and learn more about them along guided viewings.

### Excursions 2018:

- **Lower House of German Parliament: Guidance through Reichstag building**  
*We will be taught about the tasks, methods and structure of the parliament, as well as the history and architecture of the Reichstag building and gain an insight into the famous dome, among other things.*
- **Airport Berlin-Brandenburg: Airport experience tour**  
*The tour starts in Terminal D at Schönefeld Airport, where we will obtain an initial insight into airport operations. A bus on the apron will then take us across the entire airport. A notable highlight will be a visit to the Info Tower, offering us a view from a height of 32 meters of the runway at Schönefeld Airport and BER. This tour provides all of the relevant information on the issue of aviation.*
- **German Chancellery: Viewing of the chancellor's residence**  
*During this viewing we will be shown the ancestral halls of former German chancellors, as well as other important premises of the German chancellor's residence. Our guided viewing starts with an informational film about internal processes there, and ends with a view into the cabinet room.*



### 3. Health Care

The topic of health affects every person and covers a wide range of different aspects. The World Health Organisation defines health as a state of complete physical, mental and social well-being and not just the absence of disease and affliction.

This subject is intended to contribute to a conscious approach to the subject of health, especially in the workplace. In cooperation with health insurance, various offers are designed for our employees, so for example ergonomic advice at the workplace.

### 4. Specialized courses

If individual units require specific training courses not suitable for the majority of mc employees, they have the opportunity of looking for a specialised training provider themselves and handing the details to mc Academy via the responsible head of unit. Afterwards, the seminar will be organised, planned and carried out by mc Academy as far as possible. The Academy always embraces individual initiatives from the employees and teams!



## 5. Team events

A functional team spirit is important for a better work environment. With this in mind, the Academy welcomes every suggestion from mc units or teams that want to organize an event for themselves. Whether it's sports activities, educational occasions or anything similar – just forward your idea to the Academy and we will try to do the rest for you.



company run 2015

## 6. mc language courses

media consulta provides its employees with assistance for language classes to enhance their German language or Business English skills, which are essential for an international network agency.

Due to the wide range of language proficiency levels, mc offers financial assistance for language classes rather than in-house classes. Individual employees can receive up to 25% of the cost of their course for up to €150 a year (gross amount).

### Options for employees:

1. Apply for financial assistance for an externally provided language course. Contact the mc Academy for an application form, fill it out and send it back for approval. The mc Academy will then hand it over to the final release.
2. If you can't find a suitable provider, employees are welcome to contact the Academy in order to organize a suitable language course for you (German / English Business). mc owns partnerships to several language schools. They offer you an extra account of 5% on top.





## 7. Deutschlandstipendium

The Deutschlandstipendium provides financial and non-material support to high-achieving and committed students from all over the world. Modeled upon the principle of public-private partnership, businesses, foundations or private individuals sponsor young talent with a pledge of 150 euros per month. The Federal Government matches this amount with another 150 euros.



The mc Foundation is one of these sponsors. We currently supervise three students from the Freie Universität Berlin in their Master of communicational studies. Two of them recently completed an internship in our Headquarters in Berlin. But there is even more: We also support our Deutschlandstipendium holders by providing a concurrent mentoring program, matching Deutschlandstipendium holders with leading figures within our company to support them through their studies and into a successful career.



2/3 mc scholarship holders who recently passed an internship at mc

## **General Information about the mc Academy**

### **1. Communication tools**

Regular information on current events by mc Academy:

- a) Intranet: Announces current dates and provides you with the latest mc Insight presentations for download.
- b) Online-Newsletter: Announces upcoming events by mc Academy.
- c) E-Mail invitation: The invitation will be sent out near the time of the event. Invitations to mc Insights go to all employees; invitations to seminars go to the heads of unit, who determine the participants from their teams.
- d) Posters: 1 - 2 weeks before the event, posters will be displayed in the lobby of the Berlin Headquarters.
- e) Program booklet: Provides basic information about the individual subject areas of the mc Academy and the rules for logging in and out.

### **2. Promotion and assumption of costs**

In principle, participation in all events offered by the mc Academy is free of charge for all mc employees worldwide.

For employees travelling to an mc Academy event from abroad or from the Cologne office, the flight and hotel costs will be reimbursed by the participant's mc home agency whenever the attended event spans two days.

### **3. Evaluation**

In order to constantly improve mc Academy and to gauge the satisfaction of our employees regarding the seminars offered, we evaluate each seminar via an anonymous online survey. In this way, each employee is given a further opportunity to assess the seminar offered to them and to voice any suggestions for improvement. At the end of the year, all seminar evaluations are evaluated and combined to produce an overall score.

### **4. Administration and Attendance**

All events are binding once attendance has been confirmed by the participant via email. If you cannot attend the event due to an unforeseeable reason such as illness, please immediately send an email to [mcacademy@mcgroup.com](mailto:mcacademy@mcgroup.com). The head of unit can of course name a substitute participant in the case of unplanned absence.

## Subject 1: PR, Marketing and Event

### Social Media Marketing (EN)

**Content:**

Social Media channels, such as Facebook, Twitter, LinkedIn or the latest Google+, have become an integral part of everyday working life for most PR and marketing professionals. The initial hype around social media has long given way to online marketing opportunities for many companies and organizations. In fact, social media has enormous potential for PR and marketing opportunities that can be used for your business. With sustainable ideas for online marketing and a strong understanding of the appropriate target group, social networks can be very useful in reaching potential customers and opinion leaders.

**Trainer:**

Wolfgang Brand (kpp)

**Target Group:**

Priority is given to the employees who have points of contact with this area. After that, participation is possible and free for all mc employees starting from the Volunteer- level.

**Number of Participants:** max. 14

**Place/ Date:**

mc-mediacyber Berlin

**Subjects of the Seminar:**

- Definition and differentiation
- Target markets and customer needs
- Content strategies – Content is king: Focus social media strategies and choosing the right media
- Successful blogging – what really makes the difference
- Best practices for Facebook, Twitter, Google+ and further platforms
- Positioning on XING
- Viral Marketing - Definition and setting goals, tips and example cases
- Tracking of SMM (Social Media Marketing)

## Subject 1: PR, Marketing and Event

### Presentation and Personality

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**Content:**

To speak before people is an appearance. Expressiveness, emanation and argumentation determine success. Whether you want win customers or convince negotiating partners: In this training you improve through the work in two fields – techniques of argumentation and rhetoric as well as methods of performance, stage and presence.

**Trainer:**

Florian Lisken

**Target Group:**

Participation is recommended to all seniors. After that, participation is possible and free for all mc employees starting from the Volunteer-level

**Number of Participants:** max. 12

**Place/Date:**

mc-mediacyber Berlin

**Subjects of the Seminar:**

- Speech technique
  - Personality and performance
  - Critical situations
  - argumentation
-

## Subject 1: PR, Marketing and Event

### Concept-Workshop (EN)

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**Content:**

How are convincing concepts from creative ideas? Anyone who wants to convince his contractors needs a sound concept. The seminar trains professional thinking and working techniques of concept development. It provides a professional methodological tool for the creation of effective marketing, advertising and communication concepts.

**Trainer:**

Monika Monzel, Dipl.-Kff. (AdCoach)

**Target Group:**

Participation is recommended to all employees who write concepts. After that, participation is possible and free for all mc employees starting from the Volunteer-level

**Number of Participants:** max. 12

**Place/ Date:**

mc-mediacenter Berlin

**Subjects of the Seminar:**

- Trends in marketing communications
  - The concept process
  - Concept workshop
  - Concept fine-cut and the preparation of the concept presentation
  - Mistakes in concepts
  - Practice transfer
-

## Subject 2: Accounting, Purchasing and Computer Skills

### Microsoft Excel Advanced (EN and DE)

**Content:**

After attending this seminar, you will be prepared for controlling large amounts of data. You will be able to create pivot tables with different multidimensional questions and to integrate your very own pivot calculations. You will also be able to extract information and data from other programs (ODBC, internet data, text-based information), create company-specific, protected calculation forms including interactive elements and publish them within your company without problem.

**Subjects of the Seminar:**

- Cell- and data protection
- Nested functions, matrix functions, date and time functions
- Lists and filters
- Evaluation of external databases via MS Query, database functions
- Advanced data analysing (target value search, partial results)
- Pivot tables/ pivot charts
- Advanced chart functions
- Macro recorder

**Trainer:**

Frau Dr. Vockrodt-Scholz (SMLAN)

**Target Group:**

Participation is possible and free for all mc employees starting from the Volunteer-level, but especially for PR and Controller

**Number of Participants:** max. 12

**Place/ Date:**

In the premises of the provider/  
Kastanienallee 53, Berlin

## Subject 3: International Campaigning, New Business and Presentation

### Acquisition: New Business – Professional Customer Acquisition (EN)

**Content:**

The acquisition of new customers and in particular the cold-acquisition, are an integral part of successful sales work - but often a "hot potato". In this seminar you will learn to systematically tackle the acquisition of new customers. Work out strategic and operational methods that belong to a successful sales process.

**Trainer:**

Andreas Schmidt (Hesse/Schrader)

**Target Group:**

Priority is given to the employees who have points of contact with New Business. After that, participation is possible and free for all mc employees starting from the Volunteer-level

**Subjects of the Seminar:**

- The base: analysis of their own company
- Useful tools to target customers-determination
- The right information to generate
- Mastering the skill of the initial telephone contact
- Done - a first personal meeting
- Successful acquisition talks with system

**Number of Participants:** max. 15**Place/Date:**

mc-mediacyber Berlin



## Subject 3: International Campaigning, New Business and Presentation

### Communication with arab business partners

**Content:**

The seminar focuses on the mediation of Arab business culture, communication and negotiation strategies, conflict management, dealings in everyday working, the role of Islam in business life and customer loyalty in the Arab world.

**Trainer:**

Dr. Gabi Kratochwil

**Target Group:**

Priority is given to the employees who have points of contact with arab business partners. After that, participation is possible and free for all mc employees starting from the Junior-level

**Number of Participants:** max. 12

**Place/ Date:**

mc-mediacyber Berlin

**Subjects of the Seminar:**

- What do arab business partners expect from us?
- The role of family, honor status and hierarchy in business
- Identify conflicts and manage them
- Workflows, time management, meetings, leadership skills
- Feedback