

MEDIA BUSINESS COURSE 2025

THE ART OF MEDIA PLANNING AND PITCHING

8-11 July, The Grand Hotel, Eastbourne

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Introduction

Building on 60 years of excellence, the Media Business Course is widely considered to be the premier training ground for ambitious media practitioners seeking a transformative experience that empowers, challenges, and inspires.

MBC is not just a training course – it's a one of kind, immersive learning experience that offers an unparalleled opportunity to dive deep into the world of media planning and pitching.

Delegates with 4 to 5 years of experience at an agency, media owner, tech company or brand work in syndicates to tackle a high-profile client brief, crafting a comprehensive media strategy before presenting to a panel of industry judges for the chance to become the next MBC winners.

During the 4 days of the course attendees receive hands-on guidance from expert tutors, hear from an amazing line up of industry speakers, forge valuable connections and make lifelong friends.

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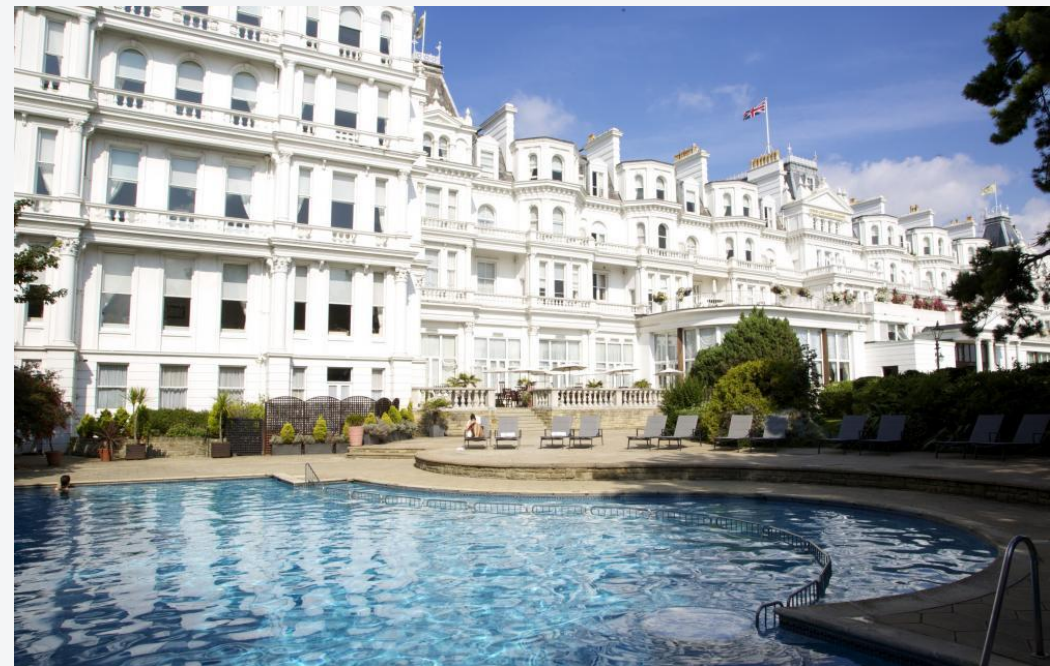
The Grand Hotel Eastbourne

MBC is held at the The Grand Hotel, Eastbourne - the UK's only five-star seaside hotel.

Renowned for its Victorian charm, exceptional service, and stunning coastal views, The Grand offers state-of-the-art conference facilities in a truly inspiring setting.

During their stay, attendees can enjoy the luxurious leisure facilities, including indoor and outdoor swimming pools and a fully equipped gym.

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The Format

- Attendees are divided into syndicates of 8-10 to work on a client brief (previous clients have included Mars, ALDI, Burger King, EasyJet and many more).
- We ensure a good mix of different sectors across media agency, media owner, brands and tech companies in each syndicate.
- We will introduce attendees to their syndicate groups approximately 7- 10 days before the event. Attendees will receive an online briefing where they can ask questions.
- Each syndicate will be allocated an experienced tutor to help guide them through the media planning process during the course.
- Teams will present to a judging panel of senior industry leaders on the Thursday afternoon. Three to four teams will be shortlisted to present again on the Friday.
- All syndicate groups will receive feedback from the judges on Friday morning.



The Schedule

Day One: The course begins with a focus on media planning and creativity, with talks from expert speakers and the 2024 MBC winners. The client brief will be presented in the early afternoon and delegates will be allocated a meeting room to start working with their syndicate group and tutor on their media plans. A buffet dinner is served that evening.

Day Two: Delegates will hear talks from the key media channels to equip them with the tools and knowledge to make informed choices, plus receive a mini masterclass in how to present. The talks will end at lunchtime, giving teams the rest of the day to work in their syndicates. We will screen the UEFA Women's Euro 2025 games that evening and serve a BBQ.

Day Three: Teams will hear from our inspirational keynote speaker before being given their presentation slots. They then have the rest of the day to do final preparations on their media plans before pitching to the judges in their syndicate rooms from 5pm. That evening everyone will enjoy a well earned Gala evening with drinks, dinner and a live DJ set.

Day Four: In the morning we will announce which syndicates have been shortlisted for the final. All teams will then receive feedback from the judges. The finalists will present on the main stage in front of all the attendees and a new judging panel including the client, who will select the winning syndicate. The course will close at approximately 12:30pm.

Included in the Course Fee

- Pre course briefing and Q&A
- Expert tuition and guidance throughout the course
- Bed & breakfast accommodation for three nights – Tuesday to Friday in a private ensuite room
- Access to the hotel's leisure facilities including indoor and outdoor swimming pool and gym
- Use of a fully equipped meeting room to work with your syndicate throughout the course
- Lunches, refreshment breaks and dinners, served buffet style. All dietaries can be catered for
- Thursday's Gala evening includes a drinks reception, three course dinner with wine and a live DJ set
- All delegates who complete the course will receive a certificate of attendance.

Earlybird fee: £2,700 + VAT (until 30 April 2025)

Standard fee: £2,900 + VAT (from 1 May 2025)

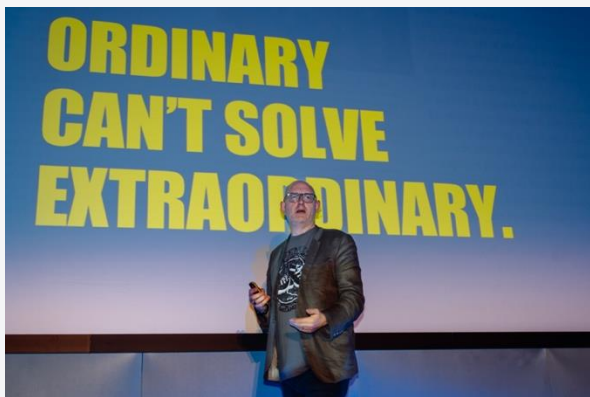
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'No other training course gives you the opportunity to tackle a high profile client brief while gaining insights from a powerhouse line-up of industry experts. It's effectively two courses rolled into one and represents outstanding value for money'

The Speakers

During the week, attendees will hear from some fantastic speakers, including Rory Sutherland, Vicky Fox, Simon Darglish, Amy Kean and many more. The full agenda will be published on the [MBC webpage](#).



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2024 Attendees



Attendee Feedback 2024

‘MBC 2024 has been a career highlight for me. Through hearing from some of the industry’s best and immersing myself in a real-life brief, I came away feeling inspired and confident to deliver new found knowledge in my day to day.’

‘An inspiring course full to the brim of the best people in media. From motivational talks to intense team work, it's been such an honour to spend the past week at MBC. The feeling of accomplishment and pride to work in such a creative industry has brought some much needed joy and reflection.’

‘MBC 2024 was an incredible experience from start to finish! I have not only gained insightful knowledge and been inspired by the speakers and tutors, but I have also made friends for life and amazing new connections. I can’t recommend this course enough.’





Further Resources

[MBC 2025 Homepage](#)

[MBC 2024 Showreel](#)

[2024 Agenda](#)

[2024 Photo Gallery](#)

[MBC Alumni film featuring Dame Carolyn McCall](#)

[Short film: What's so unique about the Media Business Course?](#)

Contact: Events@adassoc.org.uk



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