

## Running International Campaigns



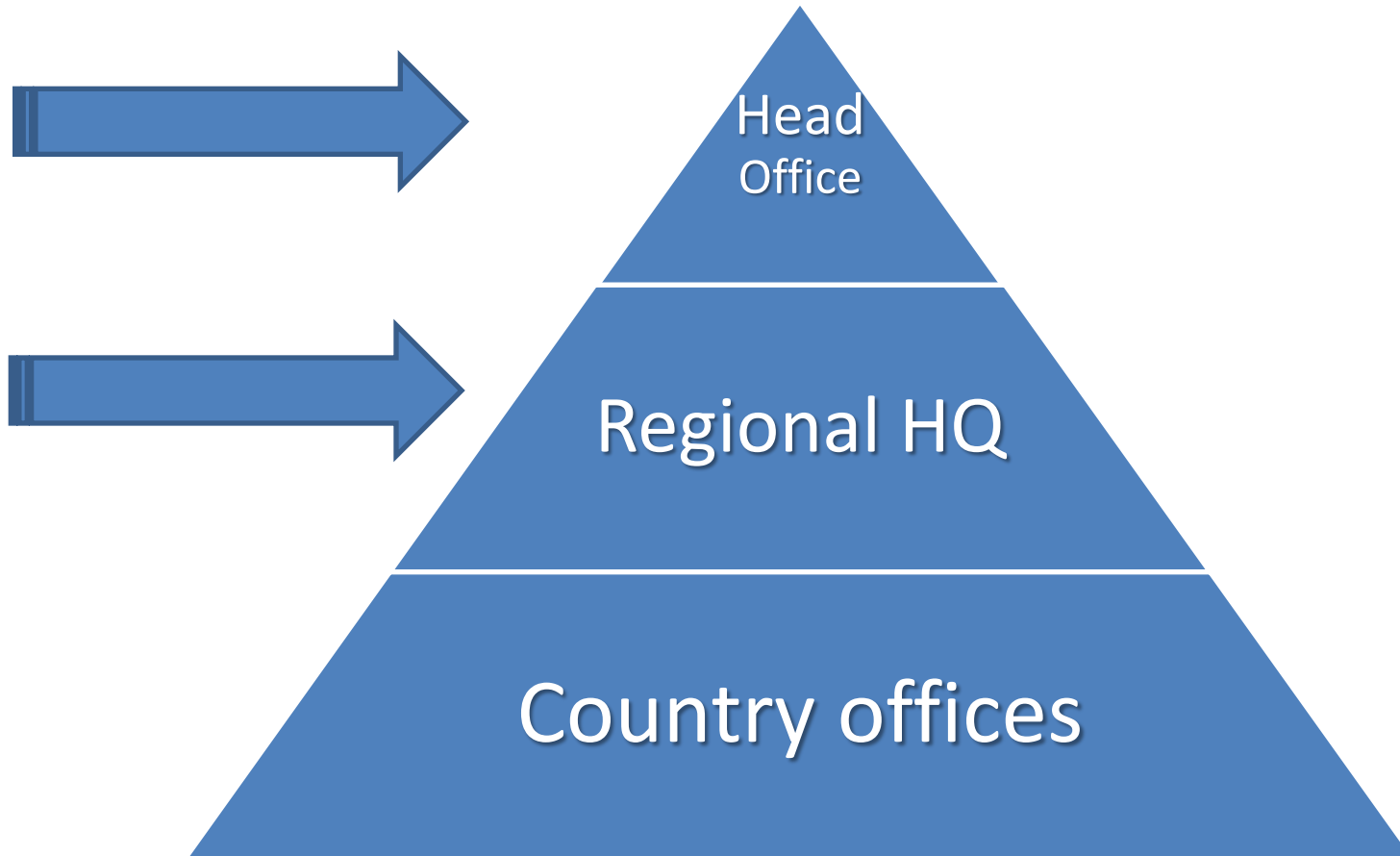
Dominic Lyle  
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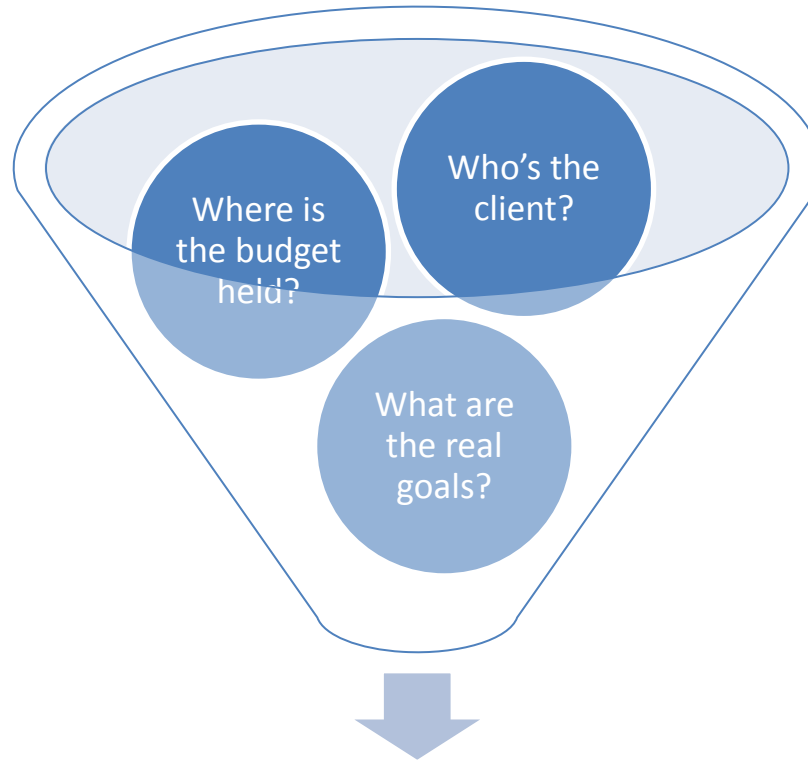
# So, what does he know.....?



# Where to start....

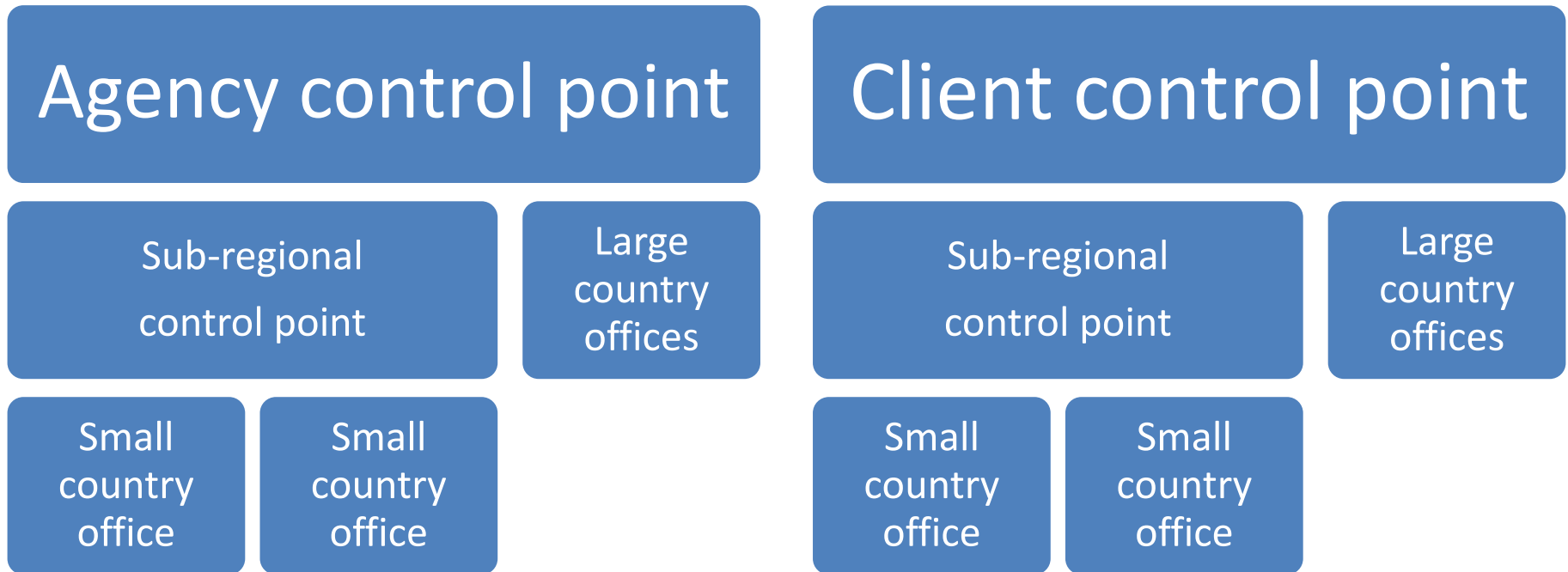


# Understanding the brief



Does this match our network?

# Building the client service structure



## What can possibly go wrong...?

# Politics, politics, politics....



# Money matters

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Lead agency

Co-ordination, management, creative, etc



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Sub-regional offices

Local co-ordination

Local co-ordination



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Country offices

Implementation

Implementation

Implementation

Implementation

Implementation

Implementation

# Is there any good news??

- Teamwork
- Challenge
- Impact
- Budget
- Motivation
- Excitement
- Satisfaction
- Experience



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