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# The Practical Pocket Guide To Account Planning



## Synopsis

The Practical Pocket Guide to Account Planning provides a straightforward, no nonsense approach to understanding what Account Planners do on a daily basis and how they do it. Filled with real world examples, amusing anecdotes, and useful techniques for getting to better insights, The Practical Pocket Guide provides a clear path for how Account Planners can collaborate with Creatives to produce great work that is insightful, engaging, and culturally infectious. In this engaging 2-hour read, you'll learn:- The difference between most Account Planning job descriptions and day-to-day realities- Critical Planning skills, including: concept testing, copy testing, discussion guides, positioning, and the basics of good research- Techniques for writing better briefs and ideas for how to lead more engaging briefings- How to be an ally to Creatives so that together you can sell big, culturally infectious ideas to ClientsÂ Whether you're a Client, a Creative, an Account Manager, or an aspiring Account Planner, this book will help you understand how Planners think and what great Planning can really do.

## Book Information

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## Customer Reviews

Full disclosure: I've had Chris speak in my account planning class several times, and he has been a client for class projects on a couple occasions, too. I'm always slow to require students to buy a book for class, as I understand how much school and books cost. After taking The Practical Pocked Guide to Account Planning for a test drive for a couple semesters, though, this is something I'm going to be requiring my students to buy in the future. This book is an excellent resource for teaching students about account planning, as I could see the difference it made for students who

bought this as a recommended/optional reading. A one semester course doesn't give enough time to cover everything possible about account planning, so this book is a great tool for students - it reinforces things that get covered in the classroom, provides real world examples, and practical ideas to improve planning skills. This book is highly recommended!

I teach an Account Planning class at a public university. I've struggled to find a book that both accurately portrays Account Planning in the post digital age and provides an interesting primer to the field. This book accomplished both of those things in buckets. The book is written in an easy to understand and interesting format. It's a breeze to run through and has a lot of great reference tips for new students and ad professionals looking to gain a better understanding of the world of planning. Cheers to Chris Kocek, this book is fantastic.

This book is indeed a "summarized bible" for those who are in the consumer's voice exploration career. There is not a single page where you will struggle to read. It might not be the most meaningful book regarding account planning that you will read but, as the title says, it is practical and I will surely consult it often. It is not just a "bullet-point" guide. It is a story. #uocreativestrat

I don't know Chris Kocek, but I wish I did. He is clearly a great account planner. Here, he has written a book that every planner, communicator, marketer, agency manager and aspiring planner must read. I have worked with legendary account planners, have had my work win top account planning awards, and have generally been in the thick of the account planning revolution for more than two decades, yet I found myself devouring this book from beginning to end in one sitting. I gobbled it up, spit out the pits, then ate the pits like wasabi peas and enjoyed every last one. The Practical Guide To Account Planning claims to be, and it is in fact, a real world primer for aspiring account planners. It is written in clear, concise, unflashy prose. But, like a few other books that are written as primers - Up The Organization, The Prince and Ogilvy on Advertising come to mind - this has the power to make even the most experienced practitioner of insight-driven communication and innovation aspire once again. I've given my first copy to my chief strategy officer and said, "This is the best yet." I've already ordered my own new copy. I'm sure we'll be buying one for each and every planner on our team.

It was a quick read and very entertaining, I enjoyed the book! I had to order this book for a class and I would say it is the best "text book" I have ordered so far. Kocek brings humor and honesty to the

field of account planning and offers a slew of helpful tips for those in pursuit of this career. Each section is also broken down into simple language that anyone can understand and supporting illustrations give breaks for the eye to rest and many also contain humor. Would definitely recommend this book if you need a quick insight into this particular field and will keep my copy handing in the future.

As both an industry professional and now as an advertising professor, I whole-heartedly recommend this book for anyone looking to learn more about the real lives of Account Planners. Chris does a phenomenal job of breaking down the basics, getting into the nitty gritty, and creating a full picture of what Account Planning is all about. What is refreshing about this book is that it rings true across both spectrums of learning and educating: 1) it is absolutely accurate in the portrayal of agency life and day-to-day requirements of planners today - from client requests, to research methodologies, to real-world examples, and 2) it breaks down strategy essentials and expectations into bite-size pieces for the reader. This book is a wonderfully simple and refreshing cornerstone for anyone interested in learning about Planning - whether they have agency experience or not. Further, I can attest that my college students loved reading it as part of the course assignments. It's written in everyday language, gets right to the point, and arms them with a clear understanding of the fundamentals of Account Planning. My students said this book helped them gain a clearer picture of agency life and the Planner's role in it. And their exam scores proved that they truly did understand it! This book is a must for any professor teaching communication strategy or research.

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