



## Trained by the people that are winning the awards!

Our trainers are running accounts... and they're running them very well!

They're in the platforms daily and have relevant experiences and up-to-date knowledge to share.



### This is Guy.

He is our Creative Director, with experience in design, dev, film and music.

## Typical Training Content

This session will introduce attendees to the importance of creative in marketing. Attendees will also get to grips with the concepts of experiential creative and performance creative, and how creative teams need to integrate with multiple other teams to produce successful campaigns and creative outputs.

- ▲ The Creative Shift to Digital
  - ▲ Understand how creative has been influenced by digital channels, and has become measurable.
- ▲ The Experience Landscape
  - ▲ Understand and describe the importance of creative in your customer's perception of you in driving consumer experience (CX).
- ▲ Creative Overview
  - ▲ Ability to describe performance creative and experiential creative principles.
- ▲ The Importance of Integration
  - ▲ Understand that the success of any campaign, including creative, comes down to integration between teams across media & strategy.

Our office is 10-minute walk from **London Bridge and Tower Hill**. All training rooms are very well equipped and comfortable.

We will structure the day around you and your team. Most sessions are a full day from **10am and 4pm** with lots of breaks along the way.

Feel at home in our client kitchen area with as much coffee, tea or squash as you fancy. For all-day sessions, **lunch will be provided** along with ample fruit and biscuit snacks.

