



## 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

Investing in an engaging and unique creative concept for your campaigns will always be important. However, how can you be sure your concept will make sense and translate well onto digital? This session introduces the concept of digital translation, and demonstrates how you can translate master creative concepts effectively onto any digital channel.

- ▶ Digital Translation Theory
  - ▶ Trainees can describe what digital translation is and its benefits.
- ▶ Channel Approach
  - ▶ Trainees are comfortable describing and actively translating concepts into specific channels.
- ▶ Format Approach
  - ▶ Trainees are comfortable describing and actively translating concepts into specific formats.
- ▶ Collaboration and Ways of Working
  - ▶ Trainees are comfortable explaining the need for cross team collaboration to successfully execute digital translation, and can describe the key pillars for success.

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.

