



Course: Become A Creative Ninja.

Future Gallery, Leicester Square Half day 17th October & 16th November 2011

Cost £250 + VAT per person (Quote Ref PRKB)

Why attend this event?

Creativity is the one of the most valued skills in business. How much training have you and your people had in techniques, brainstorm facilitation, generating & evaluating ideas? This half-day training **guarantees** you'll walk away with a toolkit of techniques and ways to approach creativity individually and as a team.

It's for anyone who has to develop creative ideas or problem solve day-to-day in their role.

Timetable

8:45-9:15 Coffee, croissants, networking

9:15 Trainer Claire Bridges, Founder Agency4Agencies.com
Welcome & key insights on creativity - your brain, a user's guide. Explore how your brain works, barriers and approaches to creativity.

9:30 Developing a creative attitude – individually & in groups

9:45 Getting prepared – brainstorm cheat sheet & interrogating the brief. The importance of questioning, devising strategy, thinking about thinking! Using insights, trends and stimulus.

10:00 How to facilitate & structure a brainstorm. Explore the use of language, warm ups, structure your session to generate, nurture and evaluate ideas. How to encourage group participation, deal with introverts and extraverts and maintain momentum.

10:45 Tea & blackberry break

11:00 Learn and practice at least 4 techniques and approaches to overcome creative burnout. From “I need an idea right now” to ways to crack a creative challenge in an hour, 48 hours, a week or more. This is a practical session where you'll try the techniques against live problems. Techniques include random stimuli, related worlds, evaluation and substitution (people, brands, emotions).

12:45 Questions & making it stick back at the office

1:00 Close



*"We're a fast moving business and rely on creative ideas to keep our competitive edge. As an in-house team we constantly need to revisit familiar challenges and find new ways to approach them. **The creativity workshop was the best course I've ever attended.** We got so much great information and as a team we have now adopted many of the techniques into our creative arsenal."* Eleanor Conroy, Public Relations Director Europe, InterContinental Hotels Group

"10/10 – very engaging." Hugh Mouser, Charity Campaign PR

About the trainer

Claire Bridges has spent 17 years working in PR in agencies including Hill & Knowlton, Cake, JCPR and as Managing Director Consumer & Creative & Planning Director at Cohn & Wolfe with clients including Starbucks, o2, Heinz, Evian, COI, Diageo, P&G & Kellogg's. She has pitched over 200 times winning business from global clients. Claire decided to focus on creativity following the realisation that PR teams are expected to be creative 'on demand' often without guidance or training. With extensive consumer and brand expertise, Claire's experience spans healthcare, in-house, consumer and corporate teams. Claire is studying for an MA in Creativity, Innovation and Leadership at City University and is a certified NLP Practitioner.