

FIGURE A.
THE CHARMING LADY MYSTERIOUSLY INTERSECTED



THE COURSE

The Art and Science of Persuasion

KIT ALTIN

The creative and communications landscape has become extremely complex, involving media that can range from a feature film to a six-second Vine, and from an epic installation to a two-centimetre high Facebook advert. Attention spans are becoming shorter and more fragmented.

As a result, it has never been more vital to be powerfully persuasive. We are all in the business of persuasion, be it persuading clients to buy our work, consumers to buy the products and services we advertise, persuading judges that our campaign is worth an award or persuading colleagues to choose and make our ideas. *But very few of us are ever taught the art of persuasion.*



training



Kit Altin
—
Head of Innovation
Leo Burnett
London





THE ART AND SCIENCE OF PERSUASION

Kit Altin will teach you how to apply the same focus, rigour, intelligence and imagination to selling your ideas as you do to creating them. The day will be fast, fun and extremely practical, based not only on psychological theory but on industry experience of what really works. You'll learn the essentials of being powerfully persuasive, helping you to sell your ideas, convince your clients and engage your target audience.

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Kit will go through the classic and contemporary understanding of how persuasion works, using sources from Aristotle to modern thinkers such as Daniel Pink. You'll keep applying what you've learned throughout the day and at the end, you'll get to tackle a new persuasion challenge, which will underpin and consolidate the day's work.

LEARNING OUTCOMES

By the end of this workshop you will:

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Have learned the techniques you can use for creating persuasive communications and creative work

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Understand why emotion is the most persuasive tool we have

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Know what does and doesn't work when it comes to persuading people

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Leave with practical tools and techniques to make you and your work more persuasive in any medium

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Be much more confident in your power to influence and persuade even in challenging circumstances and on tough briefs

SUITABLE FOR

All disciplines especially Planners, Creatives and Account Handlers

YOUR FACILITATOR

Kit Altin, Head of Innovation and Global Planning Director at Leo Burnett London. Kit persuaded the Publicis Groupe to invest in a new agency dedicated to pro bono work in the middle of a recession; Cosmopolitan to put a suffocating girl on its front cover; Britain's employers to offer jobs to ex-offenders; and David Cameron to do a very public U-turn and change British law in six weeks flat. She has won more than 80% of the new business she has pitched, from clients including Amazon, the BBC, UNICEF and P&G, and has a long record of creating work that is bold, exciting and multi award-winning for both creativity and effectiveness. Kit also leads the popular D&AD course on Creative Briefing.

CONTACT

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