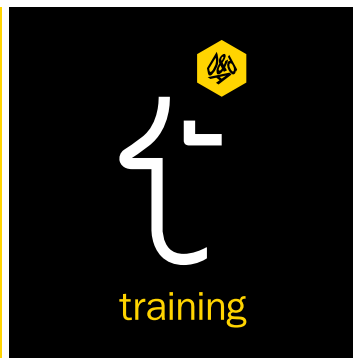


## THE COURSE

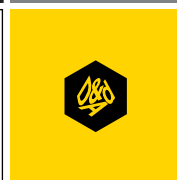
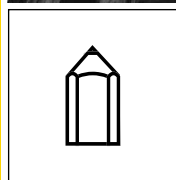
# Disrupting with Mobile: A Crash Course

THEA FROST

Mobile is the fastest growing industry in human history and has caught almost every business sector unawares with its singular ability to disrupt and dismantle at speed and at scale. From Uber and Airbnb to Snapchat and WhatsApp, mobile consumers have led the charge by adopting always-on communities, content-led brand experiences and disintermediation platforms that make a mobile device your instant ticket to doing anything – from becoming a taxi driver to reinventing yourself as a social media superstar.



Thea Frost  
—  
CEO / Co-Founder  
Somewhat





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## DISRUPTING WITH MOBILE: A CRASH COURSE

This one day workshop explores how the mobile mindset and lifestyle has transformed the way consumers live their lives and how businesses and brands need to act fast to stay relevant. Insight-led and action-oriented, the course will inform, inspire and educate marketers, advertising executives and entrepreneurs to get on the right side of mobile disruption.

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### LEARNING OUTCOMES

By the end of this workshop you will:

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Understand the unique strengths of mobile and how/why it's so disruptive

—  
Explore the main mobile experience formats and how to use them - from Snapchat and messaging to games and VR

—  
Learn about mobile-first content formats

—  
Apply data and personalisation to a business challenge

—  
See how disruptive mobile experiences can become central to an integrated marketing campaign

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### SUITABLE FOR

Anyone who has a creative role and wants to integrate mobile into their output

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Anyone who wants to bring innovation and mobile-first thinking into their work

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### YOUR FACILITATOR

Thea Frost, CEO and Co-Founder at Somewhat. Thea has been creating mobile solutions since 2005, working with brands including Coca-Cola, Adidas, Vodafone and Diageo on mobile innovations that defined how others adopted the channel. In 2012 she co-founded mobile-first digital creative agency Somewhat. Clients include Chelsea FC, Tesco and the BBC and in three years the agency's awards include three FWAs and a D&AD Nomination.

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### WHAT THEY SAY

'Great leadership, intuitive learning, case studies were relevant.'

—  
**Lee Parker, Online Production Coordinator at Topshop Topman**

—  
'The session will help me focus my approach and also educate colleagues.'

—  
**Sonya Nikolova Consulting at Deloitte Digital**

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### CONTACT

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