

THE COURSE

The Art of Selling Art Direction

ALEXANDRA TAYLOR



training



WHAT'S IT ABOUT?

With proven success in several agencies, Alexandra Taylor brings to D&AD an invaluable master-class for creatives and account managers, founded on her belief that creating a deeper understanding between both sides of the profession is essential for excellence. During this immersive and innovative workshop, Alexandra will explore the importance of both roles through the process of art direction.



Alexandra Taylor
—
Founder
Mrs. McGuinty Ltd





THE ART OF SELLING ART DIRECTION

This workshop includes Alexandra's fail-safe rules for achieving the best results from the relationship between art directors and account managers. The course will cover her Eight Golden Rules of Art Direction, the ways to sell art direction and a session that explores the learnings on a practical level. A live brief will be set with Alexandra working with both creatives and account managers to put into practice what they have learnt.

As a launch offer, account managers who come with creatives (or vice versa!) from the same agency will only need to pay for one place.

LEARNING OUTCOMES

By the end of this workshop Account Managers and Creatives will:

Learn how to foster a close working relationship to jointly sell art direction using a single unified vision

Develop their relationship with each other

Understand how the smallest of details can have the biggest impact in selling art direction

Gain a unique insight, respect and empathy into each other roles and skills sets through the use of role reversal and team work throughout the workshop

Know how and why you need to be an expert on the brand you're representing

SUITABLE FOR

All creatives and account managers

If you're an account manager, bring a fellow creative. If you're a creative, bring your account manager

YOUR FACILITATOR

Alexandra Taylor, Founder of Mrs McGuinty Ltd. and former joint Creative Director at Saatchi & Saatchi. Widely acknowledged as one of the UK's outstanding art directors, Alexandra Taylor has appeared in the D&AD Annual over 200 times, as well as being a regular name at Cannes Lion, British Television Arrows and Creative Circle.

WHAT THEY SAY

'Alex, at last the BMB Account Executives now understand the true value of great Art Direction. Thank you greatly.'

Matt Waller, ECD, BMB Advertising

'I have had nothing but positive feedback from all the creatives and account executives who took part, I think that the workshop really stretched everyone... it made people think about things they don't always get the chance to consider.'

Graham Daldry, ECD, Specsave

CONTACT

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