



## THE COURSE

# A Masterclass in Storytelling

AL MACCUISH

We are in the midst of a golden age of book publishing for children. From Dr. Seuss to Roald Dahl, and from J.K. Rowling to Boyce there are more children's books of a higher quality finding audiences than at any time in history. For the past three to five years, children's books have provided the majority of growth for publishers. In 2015, the US children's books market grew by 13% and by 3.2% in the UK. This will continue into 2016, as publishers' strategic decision to refashion themselves as media businesses leads them to concentrate on brand and print-led publishing.



training



Al MacCuish

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Co-Founder / CCO  
Sunshine



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## A MASTERCLASS IN STORYTELLING

The principles that drive a good children's book apply to aspects of creative writing far beyond that task. Learning how to conceive, structure and write a successful children's book will make you a better writer full-stop. It teaches the writer self-criticism and editing skills, structure and cadence and, more than anything, respect for the audience you're trying to connect with. Al's half-day workshop will take you through three acts:

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**Act 1: The Story Behind Story.** The history and principles of storytelling and why they are so important in everyday life

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**Act 2: The World of Children's Books.** 'Operation Alphabet'- from the moment of inspiration to The Telegraph's 100 Best Children's Books Of All Time: the steps that took an idea to execution and beyond

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**Act 3: Team Workshop.** Under Al's guidance, groups will be given the opportunity to apply the insights and learning's from Acts 1 & 2, work on an original children's story with an illustrator and learn how to pitch it

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### LEARNING OUTCOMES

By the end of this workshop you will:

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Be confidently able to conceive a viable children's story and understand how to pitch it and who to pitch it to

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Learn the basic principles and building blocks of storytelling

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Gain an insight and understanding of how those building blocks apply to children's books

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### SUITABLE FOR

Junior and mid-weight creatives looking to develop their storytelling skills

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Anyone looking to understand the principles of storytelling

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Those looking to get an insight into how to write a children's book

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### YOUR FACILITATOR

Al MacCuish, Co-Founder & Chief Creative Officer, Sunshine. Al is one of the industry's most recognised storytelling experts. Prior to co-founding Sunshine, Al was the Creative Director and Head of Entertainment at Mother, one of the world's leading independent creative agencies. He led Coca-Cola's global 2012 Olympics campaign featuring Mark Ronson, executive produced 'The Secret Policeman's Ball' at Radio City Music Hall in New York featuring Ben Stiller, Kristin Wiig, Paul Rudd, Coldplay and Mumford & Sons and led the content team on Gucci's Chime for Change initiative featuring Beyonce.

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He has won dozens of awards at Cannes, One Show, BTAA, D&AD and Creative Circle and was recently named one of Britain's 'people of influence' in the Sunday Times/Debrett's 500 list.

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### CONTACT

For more information:  
[www.dandad.org/training](http://www.dandad.org/training)

T: 020 7840 1154  
E: [training@dandad.org](mailto:training@dandad.org)

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