

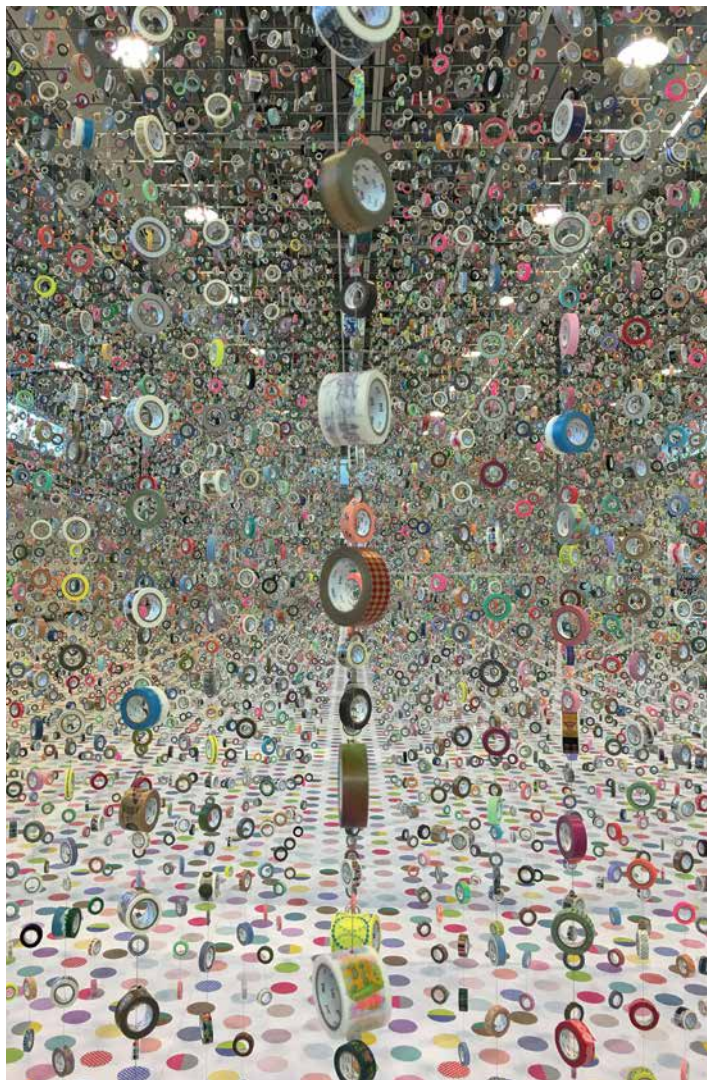
THE COURSE

Good to Great

DANIELE FIANDACA



training



Daniele Fiandaca

—
Co-Founder
Creative Social

WHAT'S IT ABOUT?

We all remember what won earlier this year at D&AD and marveled at the work. But how many of you took time to study the work and understand what made it truly great? What is the difference between a good piece of work and a piece that is great?



GOOD TO GREAT

This two-hour interactive workshop is designed to get agency leaders as well as brand leaders talking about the most interesting work that won at D&AD in 2016.

By the end of the session, you'll understand what made the work great and worthy of a Pencil. You'll explore the key barriers to success in your own business and get to discuss what can be done to overcome those barriers so that come 2017 - it'll be your turn to celebrate!

LEARNING OUTCOMES

By the end of this workshop you will:

—
Be inspired

—
Understand better what makes award winning work

—
Have a clear set of action points in order to win next year

SUITABLE FOR

Creative Directors

—
ACDs

—
Senior Designers

—
Account Directors

—
Planners

—
Brand Directors

—
Anyone who wants to be part of an award winning team

YOUR FACILITATOR

Daniele is co-founder of Creative Social, a club for global creative and brand leaders who believe creativity and innovation will deliver better business and culture. Creative Social deliver inspiring events, training and experimental collaborations for brands.

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Daniele is also extremely active in the diversity arena as co-founder of Token Man, an initiative to give men in industry a better understanding of the challenges women face in business and a greater empathy for when they are in the minority, as well as being one of the brains behind The Great British Diversity Experiment.

WHAT THEY SAY

'The Good to Great workshop was a brilliant way for us to challenge and examine how we identify and define excellent work both externally and in our own portfolio. I loved that it pushed us to think differently both individually and as a team and shake up our creative approach.'

Marketer at Macmillan Cancer Support

CONTACT

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