

## THE COURSE

# Briefing Your Creative Team

KIT ALTIN



training



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—  
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## WHAT'S IT ABOUT?

The quality of a brief can make or break your project. It's obvious really, but it's amazing how many bad briefs still find their way into creative departments. In this session you'll learn all you need to make sure your briefs are smart, interesting and inspiring. And of course, brief.

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ဘိုးဘိုးကြီးများလုပ်ပြစ်အောင် ဘာတွေအောင်လို့ ဘာတွေရှောင်

How not to have your grandpa's teeth.



နှစ်ပေါင်း ၁၀၀ ကျော်အထိ သင့်သွားတွေ ကျန်းမာကြံ့ခိုင်နေအောင် သတိပြုလုပ်ဆောင် သိရှိလိုသော သင်္ချာပညာ သို့မဟုတ် သတိပေးချက်များကို နံပါတ် ၀၁-၂၃၉၉၂၀၂၀ သို့မဟုတ် ၀၁-၂၃၉၉၂၀၂၀ နံပါတ်ကို ခေါ်ဆိုပါ။  
To learn how to keep all your teeth strong and healthy for 100 years and more,  
call 01-239 9120 and key in the respective number.

Colgate



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## BRIEFING YOUR CREATIVE TEAM

In this session, you'll cover both the intellectual and the imaginative sides of creating a great brief. You'll leave the day knowing exactly what a good brief involves (and a bad one) and learn the right questions to ask. You'll learn how to develop your central thought into something that sparks creativity, and how to ruthlessly simplify no matter how complex the subject matter. You'll discover how tasks can be turned into ideas. You'll find out how to inspire people in 15 minutes flat, how to engage creative minds, and a whole load of tips, traps and troubleshooting based on years of industry experience. The day will make you work, make you think, and make you more confident to write, challenge or answer a brief.

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## LEARNING OUTCOMES

By the end of this workshop you will:

- Know how to get the best brief out of your client and what makes a great brief
- Be able to simplify and distil complex information quickly
- Know how to develop interesting and inspiring thoughts and propositions
- Have a range of techniques to inspire your teams
- Be able to troubleshoot issues with the work you get back
- Be able to approach your briefs with creativity and confidence

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## SUITABLE FOR

- Creatives, account planners and strategists
- Account executives
- Anyone tasked with the challenge of writing a creative brief
- Members of marketing departments and internal creative agencies
- Anyone who'd like to understand more about what constitutes a good brief for a creative department

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## YOUR FACILITATOR

Kit Altin is Head of Innovation and Global Planning Director at Leo Burnett, London. She knows what it's like at the coalface of brief-writing: one of her hats is as global planning director for a portfolio of P&G brands in 24 countries. She has written just about every kind of brief for every category, platform and challenge, reflected in her long record of creating work that is bold, exciting and multi award-winning for both creativity and effectiveness.

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## WHAT THEY SAY

'Excellent! Really inspiring to work with someone currently doing it in an agency.'

Five by Five

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'It has built my confidence with tools to use for many years to come.'

J Groves, Like Minds UK

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## CONTACT

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