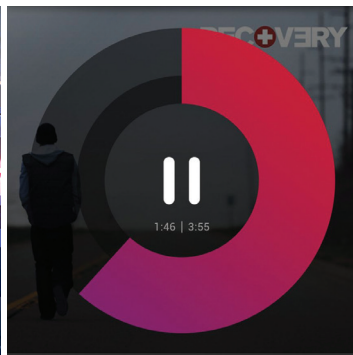
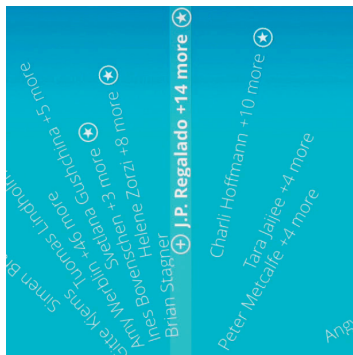


GASQUET KEYS TO THE MATCH

Win more than **29%** of
first serve return points.



THE COURSE

A Day in the Life of Your Digital Strategy

CHRISTOPHER LEE BALL

The so-called 'internet of things' is set to revolutionise how and when we interact with the world. This session is designed to help your organisation prepare for a digital future where everything is connected. You'll leave this workshop with the confidence and skills to formulate and implement a digital marketing strategy, learning from an expert in the field of digital products – Christopher Lee Ball.



training



Christopher
Lee Ball

—
UX Director &
UK Head of UX
DigitasLBi





A DAY IN THE LIFE OF YOUR DIGITAL STRATEGY

In this workshop, you'll get to work on a hypothetical brief for a hypothetical client and with the guiding hand of Christopher, you'll get to crack it in real time. In a series of 30-minute and 60-minute workshops, punctuated by brief periods of reflection, and other necessary breaks for thought, Christopher will drive forward the evolution of a digital solution to the brief. He will guide you through the main stages of the process from conception, through formulation and to implementation. He shares with you useful tools and techniques to smooth that journey. Finally, he invites everybody to present ideas to their fellow delegates.

LEARNING OUTCOMES

By the end of this workshop you will:

—
Understand what the upcoming trends in digital are

—
Get a detailed insight into the underlying principals that engage people online

—
Learn how to map out the customer life-cycle

—
Be able to map out some of the most important customer moments

—
Learn about and appreciate what a digital blueprint is

—
Get a deep dive into some of the category specific digital trends and the principals that engage people and the professional industry alike

SUITABLE FOR

Creative people, Account people and Planners

—
Marketers

—
Anyone who wishes to understand how to conceive and implement a digital strategy

—
Anyone who is employed in a digital agency

—
Those who have not had experience working in digital and now need to understand its potential

—
Anyone keen to embrace the digital age and understand the unlimited marketing and promotional possibilities it offers

YOUR FACILITATOR

Christopher Lee Ball cut his design teeth creating new digital products for Thompson Reuters in New York City. After earning a masters in film theory in London in 2006, he was one of the lead designers of the YouView (nee Canvas) IPTV platform for the BBC and its partner broadcasters. In 2009 he joined DigitasLBi, where clients have included Virgin Atlantic, BT and AstraZeneca. He is currently a director and head of the DigitasLBi UK user experience team. In his spare time Christopher writes fiction and dabbles in film production, some of his short documentaries have been commissioned directly by the BBC. His passion is storytelling and crafting meaningful journeys for his clients and customers.

WHAT THEY SAY

'I think this session should be mandatory for everyone working with advertising agencies. I thought I would be out of my comfort zone but I loved it.'

**Robert Howarth, Motion Graphics Designer
Viasat Broadcasting**

CONTACT

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