



THE COURSE

Managing Creative and Client Relationships

SUSIE GALBRAITH

Whether you're managing your in-house designer, or keeping your client happy, you need to know how to juggle the relationships your working life revolves around. Susie's session is adapted from a three-month long course at the Harvard Business School, and tailored to those working in design and advertising. Delivered in bite-sized chunks – so you can leave with practical skills and tools to put into use straight away – this is an immersive and hands-on workshop that covers all aspects of creative relationships.



Susie Galbraith
—
Trainer /
Consultant





MANAGING CREATIVE AND CLIENT RELATIONSHIPS

Each step of the workshop is underpinned by researched best-practice relationship management, that's been proven to work time and again. But more than that, this is a day that's all about interaction and shared experiences. Role play gives you the chance to practice what you've learned, so you can leave feeling confident, and ready to manage any relationship work throws at you.

YOUR FACILITATOR

Susie Galbraith has over thirty years experience in brand communication on both agency and client side and this wealth of knowledge colours the fabric of the day. For many years, she has built relationships with challenging clients as both an Account Director and Client Services Director, before moving into training and consultancy. She's been there – her vast experience will be invaluable to you.

LEARNING OUTCOMES

By the end of this workshop you will:

—
Learn when to be assertive and when to accommodate another's view

—
Learn how to get out of high conflict situations as well as how to negotiate more powerfully to get better results

—
Know how to use your influencing style to get the results you need (useful when getting work sold into clients or partner agencies)

—
Learn practical models and tools from the world of business: eg Thomas Kilmann's "Conflict Modes"

—
Know when to stand your ground and when to concede to another point of view

—
Analyse how your working practices could be improved upon with your clients, partner agencies and colleagues

SUITABLE FOR

This session is aimed at anyone who has working relationships with clients, internal partners or external agencies that require trust and respect, including:

—
Creative directors, both experienced and those who have just taken on the job

—
Creative people like writers and art directors

—
Members of internal creative departments

—
Managers or directors who could benefit from better team relationships

—
Account handlers

—
Project managers

—
Anyone who wishes to sharpen up their ability to forge good relationships with colleagues and clients

WHAT THEY SAY

'Really useful and relevant to what we do and how we work and want to operate.'

—
Emma Field, Account Manager, LFH

—
'Fantastic, valuable insight into how we can improve our ways at working and managing clients effectively.'

—
Sarah Murfin, Senior Graphic Designer The Football Association

CONTACT

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