



THE COURSE

Presenting Creative Work

TOM EVANS

It's a fact that 99 per cent of the creative work produced in an agency never sees the light of day. Much falls at the first hurdle, when the creative people present their idea internally. Other work never makes it through the levels of approval that exist in every agency. Finally, the clients get the chance to kill it off. And, more often than not, they do. Presenting creative work either internally or to the client can be a challenge for even the most experienced creative.

In this course, former TBWA ECD, Tom Evans shows you not only how to present your work and ideas but to do so persuasively.



training



Tom Evans

—
Creative Director
BleepBleeps



PRESENTING CREATIVE WORK

This session is designed to help you increase the odds of your ideas making it to the outside world. It will teach you how to structure an effective creative pitch presentation and present your ideas with more confidence. You'll learn how to pitch your idea or execution so that it's easier for a client to buy it than turn it down as well as learning how to read the mood in the meeting room, and adjust your presentation accordingly. And, perhaps most important of all, how to answer questions that are critical and handle objections in a tactful way. It's an ideal day for those looking for creative pitch development. By the day's end you will emerge as a more confident and more competent presenter.

LEARNING OUTCOMES

By the end of this workshop you will:

— Better structure your presentation

— Handle questions and objections effectively

— Present your ideas more confidently

— Secure buy-in for your idea or execution

— Recognise and adapt your own presentational style

— Read the room and adjust your presentation accordingly

— Apply a range of confidence building techniques

SUITABLE FOR

Junior to middle weight creative people who are called upon to present work internally and externally

— Creative people who have just been promoted into a senior position such as creative director and wish to brush up their presentation skills

— Account handlers and planners who find themselves involved in creative presentations

— Any person from any agency discipline, or from any type of company, who wishes to present more confidently and with greater success

YOUR FACILITATOR

Tom Evans has been a Creative Director on both the agency and the client side. His CV includes stints at Jack Wills, Being, TBWA, SapientNitro and AMX Digital. He also co-founded the award winning digital agency, Mook. But it's Tom's new business, BleepBleeps, which takes up his time now. In addition, Tom is a regular speaker at creative industry events and often serves on awards juries.

WHAT THEY SAY

'It was insightful, inspiring and productive. A bit of an eye opener really.'

Jason Thomson
Creative Head, Red Bee Media

— 'Really useful, confidence building, learned a lot in a short space of time. Will stick with me for the rest of my career.'

Hannah Morgans
Engagement Consultant, Benefex

CONTACT

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