

THE COURSE

The Business of Ideas

PATRICK COLLISTER



training



Patrick Collister
—
Head of Design
Google



WHAT'S IT ABOUT?

Patrick Collister knows all there is to know about creating ideas that sell. His years of experience as ECD of Ogilvy and more recently Google gives you someone with a strong grasp of the traditional values of understanding brands and ideas, coupled with a bang up-to-date knowledge of new technology. For anyone whose ambition is to create ideas that generate business in the 21st Century, there couldn't be a better person to learn from.



THE BUSINESS OF IDEAS

Right from the start you will be learning how to conceive ideas the hard way, by coming up with them yourself. But it isn't all one-way traffic. Patrick passes on tips and describes what he calls his 'creative toolbox', equipping you to make better creative decisions. He explains the important difference between left brain and right brain thinking. Crucially, he sets out the four points of conflict that anybody who creates for a living will encounter while doing their job.

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Patrick believes that understanding these conflicts – and how to deal with them – will help creative professionals not only come up with ideas, but also sell them. As a man whose past is in the analogue world and present in the digital, nobody is better placed than Patrick to teach you about proven ideas that sell.

LEARNING OUTCOMES

By the end of this workshop you will:

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Gain a clearer understanding of the business strategy, which underpins the brief

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Separate the idea from the execution of the idea

—

Gain insights into the wants and needs of your client's customers and create an original idea that meets this need

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Identify small changes to your idea that amplify its attractiveness to your clients

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Gain confidence in exercising creative judgment

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Expect stories from one the industry's true legends

SUITABLE FOR

Creative people looking to better understand the link between business goals and ideas

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Any marketing or business professional who wishes to become more creative and effective in the way they work

YOUR FACILITATOR

Patrick Collister is an advertising writer with a string of awards to prove it. He has worked as a Creative Director for over a quarter of a century, but, a couple of years back he quit conventional advertising to join Google as Head of Design. For a man of Patrick's years, the experience of joining Google has been verging on damascene. As he says, 'I learnt more in my first two months at Google than I'd learnt in the previous two years'. Before Google, Patrick ran his own company, Creative Matters, a firm that specialised in both advertising consultancy and training. Previously he was the Executive Creative Director at Ogilvy in London.

WHAT THEY SAY

'Patrick has an amazing portfolio of work and spending a day with him was very inspiring.'

Vassilios Alexiou, Experience Design Director, DARE

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'Very thought-provoking, will change the way I think of issues.'

Anthony Zscherpel, Digital Graphic Designer, JP Morgan Chase

CONTACT

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