



## **The Creative Lab, New York.**

The D&AD Creative Lab is an intensive two day long programme designed to educate, inspire, and future-proof your creative department. The emphasis is on providing a unique training experience on your doorstep in the heart of New York.

Worldclass trainers (D&AD Award winners) provide knowledge and inspiration, bringing their expertise to life through hands-on learning and immersive experiences to create learning that sticks. You will leave creatively stimulated and prepared to produce better work.

From its inception, D&AD has championed commercial creativity in all its guises. Our network of trailblazing creatives, material from our annual awards and existing experience of running creative workshops worldwide, provide the ideal platform to build this programme.





## Presenting Creative Work — Matt McDonald

26<sup>th</sup> September 2017

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### The Course

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. By the day's end you will emerge as a more confident and more competent presenter.

### The Outcome

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- 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

### The Facilitator

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Matt MacDonald is a creative director, writer, and speaker whose work nestles right there in that sweet spot where culture, technology, entertainment and advertising meet. Since joining BBDO New York in 2014, his teams have been honored with nearly every industry creative award, from D&AD to Cannes Lions to the Webbys. Matt also led creative efforts in Omnicom's 2016 win of AT&T's massive \$2 billion combined media and creative business. Before advertising, Matt was a competitor and coach on multiple national championship college speech teams—an experience he directly credits as essential to his career as a creative director.





## Managing Creative Teams — Alessandra Lariu & Lynn Fischer

27<sup>th</sup> September 2017

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### The Course

This session is designed to coach anyone who is the leader of a creative department how to improve the quality of the work their teams produce. You'll learn how to put together teams whose talents are complementary and how inspire better work out of these teams. From understanding how to connect with difficult individuals, to setting a creative vision and giving constructive feedback, you'll start to see how to make your team happier and more creative. In the process you will gain a better understanding of the qualities needed by a successful creative leader and realities of working with creative people.

### The Outcome

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Better understand how to recruit creative people

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Define key team roles

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Set out a clear vision for your team

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Motivate and inspire your team even in challenging situations

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Use appropriate tools to manage poor performance

### The Facilitators

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Ale Lariu is a former Executive Creative Director at the global strategy and design firm frog design and currently consults as a Experience Director for some of New York's most promising start-ups.

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Lynn has helped drive business, marketing and digital innovation for brands, non-profits and agencies, delivering solutions for premier brands such as: Capital One, Wyndham Worldwide, LVMH, Tiffany, and Peninsula Hotels. Lynn's career spans entrepreneurial start-ups, leadership roles at global digital marketing agencies and publishers.



## **Individual Tickets for Workshops**

Fee: \$800 per person (subject to availability).

Discount on larger group bookings available.

## **Contact**

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