

FIGURE A.  
THE CHARMING LADY MYSTERIOUSLY INTERSECTED



## THE COURSE

# Persuasive Techniques for Design and Advertising

KIT ALTIN

The creative and communications landscape has become extremely complex, involving media that can range from a feature film to a six-second Vine, and from an epic installation to a two-centimetre high Facebook advert. Attention spans are becoming shorter and more fragmented.

As a result, it has never been more vital to be powerfully persuasive. We are all in the business of persuasion, be it persuading clients to buy our work, consumers to buy the products and services we advertise, persuading judges that our campaign is worth an award or persuading colleagues to choose and make our ideas. But very few of us are ever taught how to be more persuasive.



training



Kit Altin  
—  
Chief Strategy  
Officer at The Gate,  
Board Director at  
MAA





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## PERSUASIVE TECHNIQUES FOR DESIGN AND ADVERTISING

In this workshop, Kit Altin will teach you how to apply the same focus, rigour, intelligence and imagination to selling your ideas as you do to creating them. The day will be fast, fun and extremely practical, based not only on psychological theory but on industry experience of what really works. You'll learn the essentials of being powerfully persuasive, helping you to sell your ideas, convince your clients and engage your target audience.

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Kit will go through the classic and contemporary understanding of how persuasion works, using sources from Aristotle to modern thinkers such as Daniel Pink. You'll keep applying what you've learned throughout the day and at the end, you'll get to tackle a new persuasion challenge, which will underpin and consolidate the day's work.

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### LEARNING OUTCOMES

**By the end of this workshop you will:**

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Have learned the techniques you can use for creating persuasive communications and creative work

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Understand why emotion is the most persuasive tool we have

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Know what does and doesn't work when it comes to persuading people

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Leave with practical tools and techniques to make you and your work more persuasive in any medium

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Be much more confident in your power to influence and persuade even in challenging circumstances and on tough briefs

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### SUITABLE FOR

All disciplines especially Planners, Creatives and Account Handlers

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### YOUR FACILITATOR

Kit Altin is Chief Strategy Officer at The Gate, and Board Director at MAA. Kit persuaded the Publicis Groupe to invest in a new agency dedicated to pro bono work in the middle of a recession; Cosmopolitan to put a suffocating girl on its front cover; Britain's employers to offer jobs to ex-offenders; and David Cameron to do a very public U-turn and change British law in six weeks flat. She has won more than 80% of the new business she has pitched, from clients including Amazon, the BBC, UNICEF and P&G, and has a long record of creating work that is bold, exciting and multi award-winning for both creativity and effectiveness. Kit also leads the popular D&AD course on Creative Briefing.

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### CONTACT

For more information:  
[www.dandad.org/training](http://www.dandad.org/training)

T: 020 7840 1154  
E: [training@dandad.org](mailto:training@dandad.org)

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