

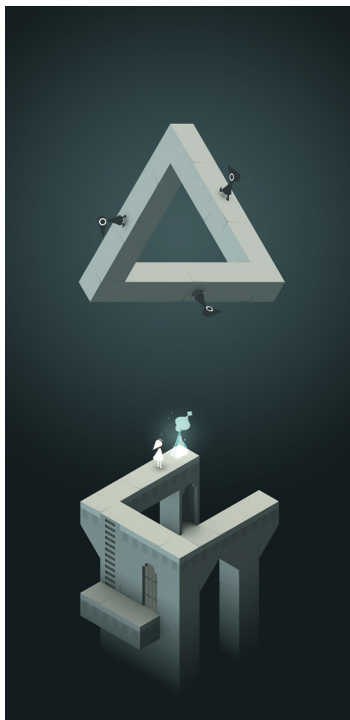
THE COURSE

An Introduction to Creative Digital Advertising

BO HELLBERG



training



WHAT'S IT ABOUT?

For those looking for digital branding training or branding advertising courses, this is the professional development session for you. At the end of the workshop, you will leave the room with an increased confidence that will enable you to speak knowledgeably about digital together with an intense understanding of its fast-moving nature.



Bo Hellberg

—
Creative Director,
Copywriter and
Speaker





AN INTRODUCTION TO CREATIVE DIGITAL ADVERTISING

First and foremost, Bo's aim with his session is to give everyone who comes an up-to-date understanding of digital. He highlights certain tools and techniques that will help you keep abreast of this fast-moving sector.

—

But he's a firm believer that people add to his session. So you will be asked to join in throughout the day, enhancing your knowledge of digital as you go. Bo will also pass on tips that will help you create an engaging digital experience for your audience. You'll learn how to understand the potential of different digital channels and how to choose which of those channels best suits your audience.

LEARNING OUTCOMES

By the end of this workshop you will:

—

Learn how to create engaging audience experiences using digital

—

Understand the potential of digital channels

—

Be able to choose the right channel to reach your audience

—

Gain confidence to speak and understand the language of this fast-changing discipline

SUITABLE FOR

Anyone who'd like an intro to digital

—

Designers new to working in digital formats

—

Creative teams and marketers who'd like a better understanding of the possibilities of digital design

YOUR FACILITATOR

Bo Hellberg reckons his job is tougher than most other session leaders on our Creative Training programme. As he says, "digital evolves so fast, so what I teach has to, too". The result is that his D&AD workshops are never the same. Dealing with constant change is something Bo does all the time. He is known for his creative and strategic grasp of the power of digital and its fast-moving ways. And he's regularly found judging awards and speaking about digital at industry events. His experience goes way back, including spells at Lowe, BBDO, DDB, Megalo & Company, Ogilvy and was Executive Creative Director at Edelman.

WHAT THEY SAY

'I am so much more aware of the potential of digital campaign elements and how to interrogate what social media elements should actually be included.'

Hayley Redman, Senior Copywriter at Macmillan Cancer Support

—

'Fast, thorough, eye-opening journey through the minefield that was digital – now no longer a minefield, but a fantastic and exciting land of opportunity.'

Sally Bowness, Creative Director at BDA Creative

CONTACT

For more information:
www.dandad.org/training

T: 020 7840 1154
E: training@dandad.org

*D&AD is a registered charity in the UK
Registered number 883234*