



D&AD MASTERCLASSES FOR TEAMS

D&AD Masterclasses power up careers and future-proof businesses by focusing on the creative skills of tomorrow, taught by the stars of today. Our bespoke service harnesses the collective power of our session leaders to create programmes designed to solve your specific business challenges. These immersive, hands-on workshops, are delivered on and offline, all with a focus on learning that actually sticks, allow you to:

- ✦ Empower your team with new ways of working
- ✦ Help attract retain and develop great staff
- ✦ Onboard teams with new vision or structural change
- ✦ Help improve relationship management
- ✦ Identify and address skills gaps within your organisation
- ✦ Futureproof your business

The modular nature of our sessions allows us to work flexibly and address a wide range of organisational needs. Most often, however we work across four inter-connected areas: Creative Skills, Mindset, Industry Insight and Culture & Technology.

Below is a list of Masterclasses that can be tailored for your workforce. Designed to fit all schedules, our Masterclasses include open sessions held at our Shoreditch HQ or a venue of your choice, immersive workshops hosted virtually, inspiring webinars, and hackathons to overcome creative blocks.

CREATIVE SKILLS

Art Direction for Advertising Creatives

With Alexandra Taylor

Learn the golden rules of art direction from one of the most awarded art directors in the industry, and build skills in visual balance, composition and execution.

Art Direction for Digital Campaigns

With Alex Lampe

Demystify digital design, expose the hidden dimensions of art direction and bring a new level to your team's existing skills.

Art Direction for Brand Communications

With Mark Bonner

Become a successful visual communicator and master the precise art of creating campaigns that land with your audience.

The Art of Storytelling

With Graham Smith

Master the art of audio-visual storytelling and learn the core building blocks every great narrative needs, regardless of platform, medium or audience.

Briefing Your Creative Team

With Kit Altin

The quality of a brief can make or break a project. In this Masterclass you'll learn how to craft briefs that are springboards for great ideas.

Brand Design and Brand

Strategy for Creatives

With Micheal Johnson

Why do some brands thrive and others fail? Gain unique insights into the strategic development and design sides of branding from world-class experts.

Brand Voice and Creative Copywriting

With Vikki Ross

Understand where a brand's voice comes from, how world-famous brands

use theirs and how to give your brand a voice people want to hear.

Build a Brand with JKR

With Jane Steel

Learn what it takes to design and build a successful brand with one of D&AD's most-awarded agencies.

Building Effective Social Media Campaigns

With Gareth Leeding

With so many channels, which do you use and what do you say? This social media Masterclass takes you beyond platforms, focusing on what matters, your audience.

Creating Emotion in Digital Experiences

With Lauren Kelly and Alex Lampe

Learn how to create designs that really connect with people by understanding and using emotional triggers.



Creating Impactful Brand Identities

With Chris Moody

Discover and develop a brand identity that works harder for your organisation, in this one-day workshop by Chief Design Officer of Wolff Olins.

Creative Short-Form Copywriting for Impact

With Will Awdry

Practice and perfect the art of brevity in your copywriting, become your own editor and learn how to achieve maximum illumination with minimal expression.

Impactful PR: How To Embrace Earned Media

With Jo Carr & Chris Bamford

Helping teams better understand the process and potential of earned media, taking you through the traditional and cutting-edge techniques of PR.

Now and Next: Transforming Insights Into Ideas

With Arif Haq

Understand the complexity of the modern world through the lens of four key trends - distilled from pencil-winning creative and the judges who awarded them - and apply them to your work.

Persuasive Techniques for Design and Advertising

With Kit Altin

Learn the essentials of being powerfully persuasive to successfully sell your ideas, convince your clients and engage your target audience.

Presenting Creative Work

With Tom Evans

Upskill your team not only how to present work and ideas, but to do so persuasively. Plus, they'll learn how to answer questions that are critical and handle objections in a tactful way.

Powerful Presentation and Pitching Skills

With Sonia Beldom

Specially designed for creatives, this masterclass teaches you how to present yourself professionally whilst making sure you stand out in the crowd.

Storytelling for Brands and Advertising

With Sophie Robinson

Learn how to uncover the stories hidden in every brief and brand, understand why it's an effective method, and explore how to apply these principles to your projects.

Think, Plan, Act: how To Be Strategic

With Uri Baruchin

Learn how to apply strategic thinking to any brief, challenge or business problem you come across, at a one-day workshop designed to give you deeper insight into your craft.

Writing for Advertising

With Will Awdry

Overcome the tyranny of the blank page, learn how to think differently about words and apply this to create great advertising.

CREATIVE MINDSET

Bravery in Creative Design

With Dave King

Forge better working relationships, create memorable, impactful work and see projects through to completion. All it takes is a brave mindset.

Build Your Resilience to Fuel Creativity

With Kate Rees

In the face of everyday creative challenges learn to respond in a resilient way and uncover tips and techniques to help you react better to change.

Ideas, Ideas, Ideas

With Nick Eagleton

The ultimate creative workout. Here they'll learn how to have great ideas time and again, push through any creative block and see potential in any brief.

The Power of Creativity: Ideas for Branding and Design

With Jim Sutherland

Creative work can (and should) be joyful. In this course we will show you how to generate ideas using a totally different medium – play.

CREATIVE LEADERSHIP

Develop Your In-house Creative Team

With Iain Aitchison

With a blend of theory, case studies, peer learning and inspiration, empower your people to succeed in an in-house design management role.

Leading for Creativity

With John Owen & Nadya Powell

Level up your leadership skills at an in-depth workshop that will tackle the specific challenges faced by those nurturing creatives and leading organisations, teams or departments.

How to get the best out of your Creative Team

With Nadya Powell

Understand the qualities needed to successfully lead a team and build a culture for creativity to flourish.

Managing Creative and Client

With Susie Galbraith

Delve deep into the psychology of the different personalities your team are likely to encounter in their working life, and how best to deal with them.

For more information please contact:

D&AD Masterclass Team

0207 840 1154

masterclasses@dandad.org

www.dandad.org/masterclasses