



# 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 interconnected areas: Creative Skills, Mindset and Leadership.

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 Brand Communications

With Mark Bonner

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

### Creating Impactful Brand Identities

With Chris Moody

Discover and develop a brand identity that works harder for your organisation, in this one-day workshop.

### 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.

### Emotion in Video Storytelling

With Carl Prechezer

In a multi-platform world where attention is measured in seconds not minutes, this Masterclass will give you the shortcuts to ensure your work connects with audiences.



### **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.

### **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.

### **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.

### **How to Build Your Personal Resilience**

With Tanya Livesey  
Briefs, clients, teams, and pitches are all an inevitable part of everyday life that regularly test resilience. This course provides theory, techniques, and exercises to help overcome these situations and even thrive in them.

### **Creative Collider**

With Arif Haq  
Explore idea generation from brief to pitch with this fast-paced creative brainstorming workshop. Be inspired by award-winning work, explore the cultural insights behind them, and then use this knowledge to solve a practical challenge.

### **Ideas, Ideas, Ideas**

With Arif Haq  
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 a in-house design management role.

### **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](http://www.dandad.org/masterclasses)