

SCHNOCCL
OFF
THOUCHT

Super skills weekend
23rd & 24th June 2018

Super skills weekend

ALL THE THINGS CREATIVES WANT TO BE BETTER AT

Everyone that has survived School Of Thought has come out the other end thinking bigger and better.

But the life of a creative is more than just cracking big ideas. This weekend is all about developing the skills that we normally have to work out all on our own.

VENUE: McCann Manchester, Bonis Hall, Prestbury

WHEN: Saturday 23rd June & Sunday 24th June

INCLUSIONS: Lunch provided
Accommodation optional

ONE WEEKEND, FIVE BIG SKILLS

This will be an intimate, interactive and intensive weekend for creatives at all levels. It will be facilitated by industry leaders and subject specialists with a series of five workshops.

- **What clients really want and how to impress** them with **Lizzie Palmer**, a former CMO from brands like Orange, Discovery Channel and Capital Radio
- **Finding that killer insight** with **Liz Bielinska**, a planner and trainer with experience working with major brands at several agencies in the US and UK
- **Working as a team with client services people** with **Katie Coombes**, a former senior suit and teamwork trainer
- **Resilience and managing pressure** with **Caroline Pankhurst**, former board level agency stalwart from SapientNitro, JWT, BBDO and FCB among others
- **Pitching, presenting and storytelling** with **Rick Kiesewetter**, a 20-year CD and stand-up comedian

WEEKEND SCHEDULE

SATURDAY

Finding that killer insight

Ever had a brief that felt way too hard? Chances are you need a killer insight. While account handlers and planners do their best to fill a brief with meaty insights, sometimes you need to go hunting on your own. This session will be hosted by Liz Bielinska, a planner with a history in senior strategic agency roles in the US and the UK.

Resilience and managing stress

The deadlines, pitches, long days and high stakes makes the creative industry one of the most stressful. In this session you will learn practical skills that you can put to use when the pressure mounts. This session will be hosted by Caroline Pankhurts who has experienced the stress of agency life first hand with board-level positions at Sapient Nitro, JWT, BBDO and M&C Saatchi. She has taken what she has learnt and now coaches others to better handle the pressures of work.

What clients really want and how to work with them

A lot of creatives fear the 'almighty client'. But the best work is often created when creatives and clients have a strong relationship. This session will be run by former board-level marketer Lizzy Palmer. You will learn how to better understand what motivates clients and how you can build a strong relationship with them.

SUNDAY

Working as a team with client services people

Account handlers and creatives are from different worlds. Often these relationships can be fraught with tension. But when client services people and creatives 'click', amazing things can happen. This session is hosted by Katie Coombes, a former senior suit who now helps coach and train agency people.

Pitching, presenting and storytelling

Presenting is one of the most important 'soft skills' in the creative industry. The greatest idea in the world will go nowhere without an amazing presentation to back it up. But presenting creative can be very different than traditional professional presentations. This session will be hosted by Rick Kiesewetter, a creative director and stand up comedian who teaches how to put the skills used by stand up comedians to creative presentations.

PRICING OPTIONS

COSTS

McCann Manchester have kindly offered the spectacular Bonis Hall as our venue for this weekend.

You have the choice of staying down for the weekend at a nearby hotel or just coming down for the daytime sessions.

Full payment must be made by Friday 22nd June.

Saturday & Sunday sessions with no accommodation	£200
--	------

With one nights accommodation (Saturday)	£250
--	------

With two nights accommodation (Friday & Saturday)	£300
---	------

MADE POSSIBLE THANKS TO



SECURE YOUR PLACE

Places are limited. If you are interested in attending email David Campbell.

E. david@schoolofthought.co.uk