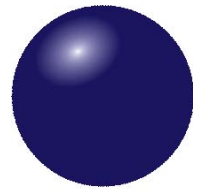


CREATE™

Practical Creative Training



purple
tangerine

What Is Create?

Create™ is an advanced, intensive and practical hands-on 1-day creative training course in which delegates are guided through the use of creative techniques used by leading public relations consultancies, advertising agencies and forward thinking businesses – learning how to integrate these techniques into many aspects of their business.

The Benefits

Create™ is designed to deliver the following benefits

- Evolve your current process of harnessing ideas – making all staff better creative thinkers
- Develop brainstorming and idea generation techniques to generate new solutions to old problems
- Develop new ways of thinking about problems promoting creativity in the workplace to ensure all ideas are shared
- Develop ways to work with other departments, companies, suppliers, clients, customers - getting them involved in your creative process

Creative Techniques Covered ...

The workshop covers many types of creative techniques to improve creative output. We explore many creative techniques for churning out large quantities of ideas and then analysing these for quality. These techniques include:

- Idea Hooks
- Worst Idea Scenario
- Provocation
- Role Play
- Using The Sub-conscious
- Fuzzy Thinking
- Brain Writing
- Fun-Struc
- Grids Of Possibilities/Morphological Analysis

Workshop Structure

The Workshop covers the following:

- Defining Creativity – How It Is Relevant To You?
- Brainstorming Techniques – Getting Everything You Can Out Of Everything You Have Got!
- Advanced Creative Techniques – Numerous Techniques To Generate Ideas
- Creative Approach To Thinking - Right Brain v Left Brain
- Great Creative Thinkers – How We Can Learn From Einstein, Da Vinci, Disney & Others

The workshop is designed to enable delegates to develop four creative techniques.

FLUENCY - how to stimulate large quantities of ideas

FLEXIBILITY - how to view from different perspectives

IMAGINATION - how to visualize solutions

ORIGINALITY- how to create original solutions

Bespoke

All our workshops are bespoke and are designed around client needs.

They are highly interactive, providing 'tried and tested' academic and professional creative thinking techniques for managers who want to invigorate their approach to solving business issues/challenges in a more creative way.

The Workshop will be run with many interactive sessions so delegates can challenge themselves during the training and solve real problems they have in their in-trays.

Testimonials

"Purple Tangerine work closely with Cohn & Wolfe on a range of projects including new projects and creative approaches to a competitive market. I have worked with Nigel over the last 10 years and he has helped through his training courses and culture change initiatives to sharpen and invigorate many teams".
Ashton Coleman Smith – ex Deputy Managing Director Cohn & Wolfe now Client Services Director Ogilvy PR

"Purple Tangerine works with EMAP radio stations including Kiss, Key 103, Aire FM, Radio City and Hallam developing the creative abilities of both our advertising and sales staff. They have carried out a number of workshops enabling our staff to better understand the creative process and how they can benefit through idea generating techniques." *Lynne Wood, Managing Director Kerrang!*

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Post Workshop Materials

Each delegate will be given a pack of materials as a take away reminder.

All materials will be posted on a website for delegates to access post workshop.

Delegates will be able to call our advice line, which provides professional and qualified answers to areas that need clarifying post workshop.

An Example Of A Workshop Agenda

| | |
|--|--------------------|
| Objectives of Create Why Are We Here? Workshop Benefits | 0930 - 0945 |
| World's Best Creative Techniques! New Ways To Look At The World – Workshop With Real Briefs | 0945 - 1000 |
| What Is Creativity? Right Brain/Sub Conscious Workshop | 1000 – 1045 |
| Great Creative Minds Disney, Einstein, Da Vinci & de Bono – Workshop | 1100 - 1130 |
| World's Best Creative Techniques! New Ways To Look At The World – Workshop With Real Briefs | 1130 - 1200 |
| Brainstormers' Boot Camp Making Creative Sessions Creative | 1200 - 1245 |
| World's Best Creative Techniques! New Ways To Look At The World – Workshop With Real Briefs | 1400 - 1500 |
| De Bono Hats The Theory Put Into Practice | 1530 - 1700 |

NB We will work with you to ensure the course meets your objective and is structured around your needs.

Number Of Delegates

Create™ is designed for a maximum of 10 delegates - if the number exceeds this we will need to run two workshops in tandem with an additional facilitator.

Coaches - Nigel Jones

Nigel is Managing Director of The Purple Tangerine Limited one of the UK's leading creative marketing consultancies currently working with clients in: Motor Sport & General Sports Marketing; Out Of Home Gaming; Speech Recognition Technology; Consumer Marketing; Business 2 Business Marketing; Consumer Healthcare; Media; and Education.

Nigel has over 15 years experience in creative marketing with leading brands including P&G, adidas, Mars, Motorola, 3Com, Bausch & Lomb and Pepsi.

He has held senior creative positions with the world's largest advertising and public relations businesses including Saatchi & Saatchi, WPP and Young & Rubicam.

He has worked on many high profile campaigns and is credited with developing the brand Salt 'n' Lineker for Walkers.

His experience reaches across the three main continents - Europe, Americas and Asia Pacific – based in Singapore for 18 months running consumer and business marketing campaigns in the Asean region.

Nigel is a graduate of the London School of Economics.

For Further Information Contact

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