

# CREATE™

Practical Creative Training



*Advanced, intensive and practical hands-on 1-day creative training course.  
Exposing the creative techniques used by the world's leading PR,  
Advertising Agencies & Forward Thinking Businesses...*

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## Practical Creative Training

### 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

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

### 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.

### 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 v Left Brain
- Great Creative Thinkers – How We Can Learn From Einstein, Da Vinci, Disney & Others

### Testimonials

"Purple Tangerine worked 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!*

### 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.

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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.

### Workshop Agenda - Example

Objectives of Create	0930 - 0945
Why Are We Here? Workshop Benefits	
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	1000 - 1045
Workshop 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.

### 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; Consumer Marketing; Business 2 Business Marketing; Media; and Education.

Nigel has over 25 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

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