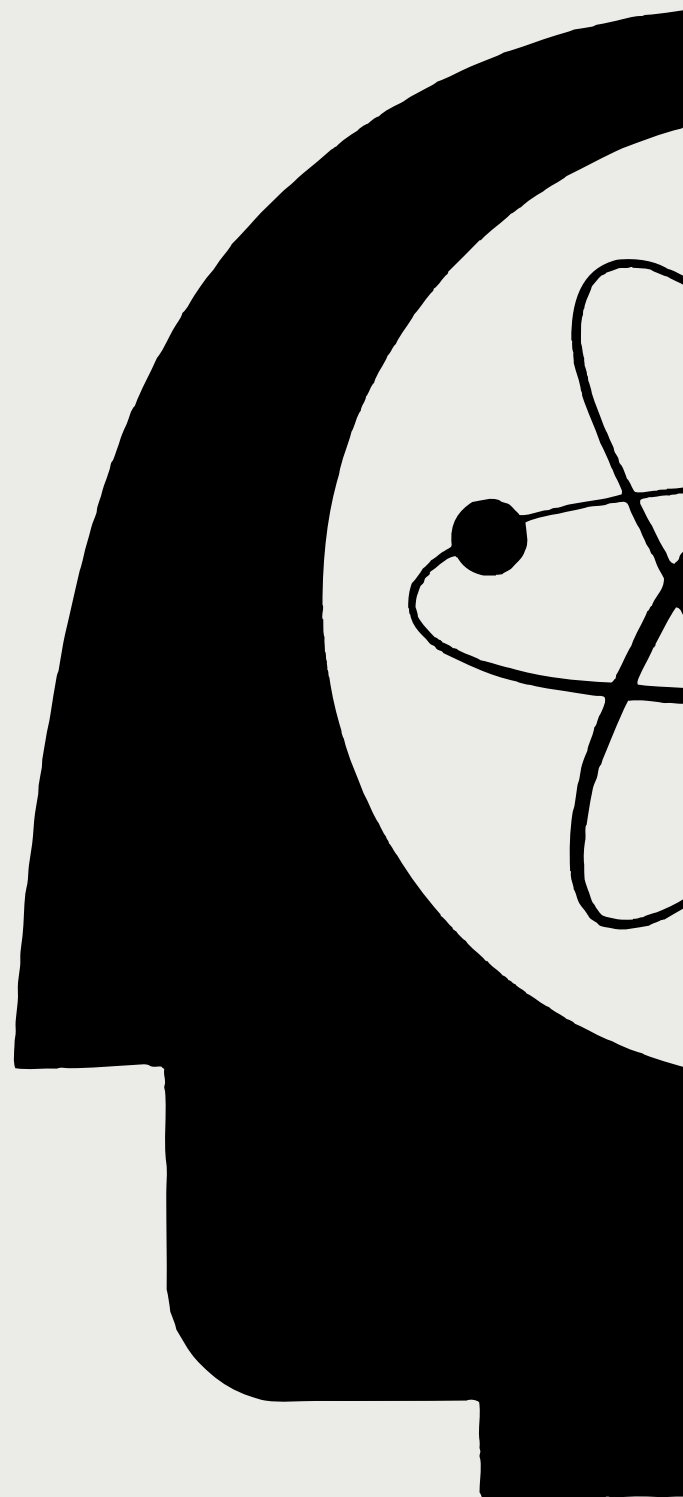


**CREATIVE
REVIEW**

MASTERING CREATIVITY

Unlock your creative potential.

Student Pack



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Mastering Creativity

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1.

An introduction to Mastering Creativity

The course

Mastering Creativity is a CPD accredited six-part video-based online programme designed to help you unlock your creative potential.

Whether you are a few years into your career or a seasoned pro seeking to take your creative skills to the next level, the carefully curated content will increase your confidence in your creative abilities to enable you to generate, articulate and sell your ideas, as well as helping you to develop a creative culture within your own organisation.

Worth 21 CPD credits (roughly the equivalent of a three-day course) this new programme is the perfect way to take your creative work and career to the next level.

Creative Review

As the creative community's most trusted and authoritative publication, Creative Review is the ultimate resource for ideas, inspiration and practical insight within the industry.

Both in print and online, we expertly curate the very best content, giving you the tools and practical advice to help you in your role and career progression.



MASTERING
CREATIVITY



“In the modern, competitive world of business, creativity is essential to success.” *Forbes*

An introduction to Mastering Creativity

A online learning course featuring:



Six hours of on-demand video lectures available in bite-sized chunks covering everything from idea generation to evaluating and selling your ideas



Monthly interactive Q&A sessions with Claire Bridges



Access to Creative Review online, as well as a copy of Claire Bridges' ebook *In Your Creative Element* (which is yours to keep)



A flexible learning platform designed to fit in with busy working schedules



Exclusive video content from world leading industry experts, including Sir John Hegarty, Jim Sutherland and Caroline Pay



Mastering Creativity certification with 21 CPD credits

2.

Is the course for me?



CREATIVES

Helping you to improve skills around idea generation, brief creation, as well as upping your creative confidence.



MARKETERS

Showing you and your team how to define and evaluate creative ideas, and improving the way you collaborate with your agency partners.



BUSINESS EXECUTIVES

Develop a creative mindset and build a working environment that fosters creativity. Enhance your ability to produce creative solutions, innovative ideas and efficient processes.

It's for those looking to boost their creative thinking, strategic mind and leadership ability.

3.

Course leader

Claire Bridges

As one of only a handful of people to have achieved an MSc in Creativity, Innovation and Leadership, Claire Bridges is a leading creative expert in the UK.

Her book *In Your Creative Element* was written to demystify the process of creativity, and is a core reading material included in the Mastering Creativity programme.

She is also Founder of *Now Go Create*, a offering creative training for business including workshop facilitation, brainstorming and leadership training.

With 20 years of practical agency experience at managing director and creative director level, Claire has helped thousands of people to unlock their creative potential and is ready to share her expert skills with you.



4.

Creative pioneers

Alongside Claire, we have an impressive line-up of industry experts who will be lifting the lid on their creative processes.

They will share rare insights into their working lives and will give advice on how to unlock your creative potential.

INTRODUCING OUR EXPERTS:



SIR JOHN HEGARTY
Advertising Executive & Founder,
BBH & The Garage Soho



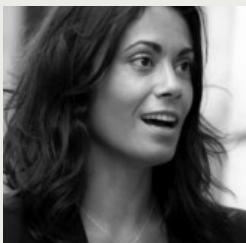
MICHAEL JOHNSON
Founder,
Design Studio Johnson Banks



CAROLINE PAY
Joint Chief Creative Officer,
Grey London



JIM SUTHERLAND
Founder,
Studiosutherland



ZIA ZAREEM-SLADE
Customer Experience Director,
Fortnum & Mason



PATRICK BURGoyNE
Editor,
Creative Review

5.

Modules

Our 6 enlightening modules are designed to cover all aspects of creativity – from ideas to strategy to pitching - to help you unlock your true creative potential.



MODULE 1 CREATIVITY UNCOVERED

This module lays the foundations for the course. You'll set your own goals for the programme and consider what makes a big idea. We'll look at how setting a creative vision and sharing the same language allows creative companies like Heineken, Leo Burnett & Google to consistently deliver products and ideas.



MODULE 2 TACKLING THE BLANK PAGE

Toolkit Part I: The best ideas are rooted in strategy and clear thinking. This module looks at how to prepare and devise your creative strategy before diving into idea generation. We'll look at the importance of a brilliant brief and share practical tips on how to write a winning one.



MODULE 3 THE CREATIVE MINDSET

In this module, we'll look at the importance of mindset to personal creativity. We'll teach you how to boost your creative confidence as you consider what drives you and your creativity. We'll also explore ways to take risks, how to fail and how to flex your bravery muscles.



MODULE 4 IDEAS AND WHERE TO FIND THEM

Toolkit Part II: In this module filmed at The Design Museum, we'll share creativity tools and hacks to generate ideas. We'll also explore the impact technology is having on creative thinking and look at how different tools can help to make your creative practice easier.



MODULE 5 EVALUATING AND SELLING YOUR IDEAS

Toolkit Part III: In this module we'll explore the psychological factors that influence how we evaluate ideas. We'll also share a framework for pitching that will enable you to perfect the art of influence and persuasion when you sell your ideas.



MODULE 6 MAXIMISING CREATIVE POTENTIAL

In this final module, we'll tell you how you can take what you've learned back to your team. Importantly, we'll share ways to develop a creative culture back at the ranch. Finally, we'll help you to create an action plan for the next steps on your creative journey.

6.

What will I achieve?

Mastering Creativity will give you the chance to:

1

Learn strategies for tackling the blank page, including how to develop and write a great creative brief

2

Understand and develop the creative mind-set and become more confident in your ability to sell ideas

3

Find ways to feed your inspiration and make the best use of practical tools

4

Form a clear and shared definition of why creativity matters for yourself, your team and your business

5

Gain an understanding of the factors that allow creative companies to consistently thrive

7.

How to enrol

Price options:

	PUBLIC	GROUP BOOKINGS	BESPOKE
	£599 + TAX Public training course. Open to individuals and group bookings	Pricing on request For small to medium groups	Pricing on request Bespoke course designed and adapted for your business
Start date	10 October 2017	10 October 2017	Choose your own start date to fit around your business needs
Pacing	Allow 2 hours of study time per week. You should complete 1 module per fortnight, including video lectures with additional worksheets	Allow 2 hours of study time per week. You should complete 1 module per fortnight, including video lectures with additional worksheets	Whether you want to do it over a year or a week, we'll tailor the course length to your needs
Audience	Open to all	Content exclusive to corporate client	Just you! We'll build you a bespoke learning environment for your organisation with live Q&As and student interaction kept solely within your company
Users	Individuals and small groups	10 +	250+ students per organisation
Branding	N/A	N/A	A bespoke learning platform for your company – we can brand the platform and communications to you

There are 3 easy ways to book:

8.

FAQs

When does the course start?

It begins on Tuesday 10th October 2017.

How will I access the course?

Once you sign up, you'll be given Creative Review login details. When the course commences on Tuesday 10th October 2017, you will then be able to log in and manage your progress, watch all video lectures and access all course reading material.

Is the course accredited?

Yes, it's accredited by the Continuous Professional Development Standards Office, and each student will be awarded 21 CPD credits as a result of completing the course.

How long is the course?

There are six modules to complete over 12 weeks.

How do I book?

Individual bookings can be made via the website or over the phone. Group and bespoke bookings can be made by enquiring via the online form or by emailing training@creativereview.co.uk or by calling us on +44(0)20 7970 4444.

How long will I be able to access the videos and course content for?

The videos will be available on an on-demand basis for the duration of the course. All course material will be available until 31st December 2017.