



Events



Open Minds Interactive Creative Thinking Workshop

Thursday 7 September 2006, The London Art House, Islington, London N1

Open up your mind and learn how the power of creativity can dramatically improve your marketing.

Learn from some of the best minds in the industry at this workshop, for both client and agency personnel, designed to help enhance creative thinking and improve the creative process.

Open Minds Interactive Creative Thinking Workshop

Open up your mind and learn how the power of creativity can dramatically improve your marketing.

The DMA has brought together some of the best minds in the industry for a one-day interactive workshop, for both client and agency personnel, designed to help enhance creative thinking and improve the creative process.

Find out how to inject creativity, originality, flair and imagination into your next campaign and explore the how to break down the barriers to creativity. You will learn techniques and strategies to improve the creativity of your marketing campaigns.

To Book:

Fill in the booking form overleaf or contact Pippa Simmons on 020 7291 3355 or email: pippa.simmons@dma.org.uk



AGENDA

9.30 Registration & Coffee

10.00 Chairman's Welcome

Opening Remarks from your Workshop Leader Chris Arnold, Executive Creative Director, BLAC & Chairman DMA Agency Council

10.10 Should Clients Be More Creative?

- Learn how clients can work better with agencies to vastly improve the quality of their creative work
 - A look at award winning work and how this was the result of a good client/agency relationship
- Pete Harle, Joint Creative Director, Claydon Heeley**

10.40 Creativity in Communications & Strategy from a Communications Neutral Planning Agency

- Find out how looking at your marketing from a different angle can help to develop conventional and unconventional solutions to marketing problems
- Understand what communications neutral planning is all about

- Learn how the environment you run your message in is just as important as what is said
 - Examples of what can be done and how effective it can be
- Mick Rigby, Joint Managing Director, Monkey Communications**

11.20 Questions & Morning Coffee

11.40 Strategy & Planning

- Gain knowledge of the strategy and planning behind various campaigns and find out how detailed customer insight can result in highly successful, award winning campaigns
- Caroline Parkes, Planning Director, Craik Jones**

12.10 Breaking Away From Tradition: Honda Case Study

- Learn from experience: find out how Honda have capitalised on creativity in their latest campaigns by going against tradition and breaking new ground
 - How to create a dialogue with a new target market
 - How to overcome difficulties of getting management buy-in to original creative ideas
 - The relationship between the agency and the client and how to get the best creativity from your agency
- Matt Coombe, Marketing Communications Manager, Honda**
Dan Thwaites, Director of Digital, Hicklin Slade & Partners

12.50 Questions & Lunch

Network with other delegates and refuel your brain!

13.50 The Birdcage: Interactive Workshop Session

- Be inspired by 'fuzzy thinking' techniques and knock down the barriers to creativity
 - How to be less linear and think outside the media box
 - Be prepared to be challenged - discover the most powerful word in marketing
 - See things in a different way and discover the value of creativity in your business
 - Find out what your real fears are and how to beat them
- Chris Arnold, Executive Creative Director, (BLAC)**

14.50 Creating Creative Flow

- Find out how to tap into your 'creative flow' to maximise the potential of your creative energy
- Hear another way out of the birdcage, using powerful creative flow states. 'Flow' is the state of mind we enter when we are performing at our best, especially when absorbed in creative work

- Find out how to tap into your own creative flow states and utilise them in your work
- Mark McGuinness, Creative Coach, Wishful Thinking**

15.30 Questions & Afternoon Tea

15.50 Produce Award Winning Creative Solutions: Great Ormond Street Hospital Children's Charity Case Study

- Find out how Arc Worldwide created a direct mail campaign which generated a response rate of 15% and an incredible 500% ROI
 - Be inspired by the creative process and how the idea was formulated
 - Learn how creativity was the integral part of the campaign and how it ensured maximum stand out
- Garry Munns & Aaron Martin, Senior Creative Team, Arc London**

16.30 Course Leader's Closing Remarks & Discussion Chris Arnold

16.40 Close of Workshop

THE SPEAKERS



Chris Arnold, Executive Creative Director, BLAC and Chair of the DMA Creative Forum

Chris Arnold was Integrated Creative Director of Saatchi & Saatchi before founding the creative agency FEEL which merged to form BLAC (Barradale Leagas Arnold Cambell). He is a regular public and college speaker and has written for Brand Republic, FT Creative Business, Creative Review and many other trade publications. With a string of awards to his name, Chris is one of the industry's biggest champions of integration and creativity and help found the D&AD Integrated Student Workshops, Campaign Direct Awards, an Introduction to DM & Integration and Open Minds.



Pete Harle, Joint Creative Director

Pete started working in media in 1987 at Holmes Knight Ritchie. During his 3 years at the agency he was promoted to Group Head & Creative Partner. He worked on accounts including Grolsch, PanAm Airlines and Max Factor. In 1990 he moved to TBWA where he became a Creative Partner and worked across a huge range of accounts including Nike, Sony PlayStation, Wonderbra and the Labour Party. Pete has been recognised by D&AD, Creative Circle, Campaign and New York Festivals. He is currently Joint Creative Director at Claydon Heeley.



Mick Rigby, Joint Managing Partner & Founder of Monkey Communications

Monkey is a creative communications planning company. Clients include Heinz, Smile.co.uk, smart cars, IPC media, The Bible Society and Estee Lauder. Mick firmly believes that creativity should be at the heart of every marketing decision from media planning to direct response activity. Over the past year Mick has used banana, London squares and personal ads to help sell monkey's clients products.



Caroline Parkes, Planning Director, Craik Jones Watson Mitchell Voelkel

Caroline Parkes is the planning director at Craik Jones, one of the most award winning agencies on the circuit. She has worked across many of Craik Jones DMA award winning campaigns (including a coveted grand prix) and as planning director she understands how to turn consumer insight into engaging communications that charm consumers and win them over.



Matt Coombe, Marketing Communications Manager, Honda

Matt has worked in the Honda Marketing Department for the past 7 years. He has been responsible for some of the most iconic car adverts of the past 3 years, including the 'Cog', 'Grrr' and 'Impossible Dream' Honda work which have won numerous awards across the board since 2003.



Dan Thwaites, Director of Digital, Hicklin Slade & Partners

After graduating from De Montfort University in Marketing & Law, Dan worked in the Marketing department at British Gas. He then worked at Payne Stracey Direct Advertising, for 3 years. In 1996 he founded New Marketing Technologies which was sold to Concept! in 2000. Dan continued to grow the company and in 2002 Concept! merged into mgconnect, where Dan took the role of Strategy & Planning Director, working mainly across direct, promotional and interactive media. In 2006, Dan moved to Hicklin Slade & Partners to be Director of Digital.



Mark McGuinness, Creative Coach, Wishful Thinking

Mark is a business coach specialising in the creative industries. He coaches creatives and managers across the entire spectrum of artistic and commercial media, including advertising, design, marketing, theatre, film, literature, architecture, software and the visual arts. He is also a poet and one of the editors of Magma poetry magazine. He has written about creativity for journals including Creative Review and The Author.



Garry Munns & Aaron Martin, Senior Creative Team, Arc London

Garry began his advertising career in 1987, and within 6 years had progressed to the position of Creative Group Head on British Aerospace, Cable and Wireless, London Electricity and Volvic Water for First City BBDO. Garry then moved to Osprey Communications, where he and Aaron started working together. Aaron had recently emigrated from his native New Zealand, where he had won many international creative awards whilst working for McCann-Erickson. Together, Garry and Aaron were responsible for creative on Calor Gas, English Partnerships, Friends Provident, Granada Television, Jordans Cereals, Pirelli, Seiko and Vauxhall during their time at Osprey Communications. Subsequently, Garry and Aaron moved to Lowe and Partners where they spent a couple of years creating advertising for accounts as diverse as Vauxhall, Heineken, Nestlé, Burger King and Johnson & Johnson. Attracted by the opportunity to produce great work across a more diverse range of mediums, Garry and Aaron joined Arc in June 2002. Since then they have won over twenty creative awards including Golds at Campaign Direct, DMA, John Caples, MCCA Best and Revolution Interactive Awards.

Testimonials From Previous Open Minds Events

'I enjoyed the event and found it very useful to come out of the office environment, it literally 'opened' my mind!'

Delegate 2005

'I enjoyed the day – interesting variety of lectures and topics covered'

Delegate 2005

'Made me take a step back and review certain elements within my role'

Delegate 2005

'Great to hear from other areas of the industry'

Delegate 2005

'Engaging and rich in content'

Delegate 2005

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BOOKING FORM for OPEN MINDS WORKSHOP

Thursday 7 September 2006, 9.30 – 16.40
The London Art House, 2-18 Britannia Row, Islington, London N1 8PA

To Book: Complete this form and post it to: Pippa Simmons, DMA (UK) Ltd, DMA House, 70 Margaret Street, London W1W 8SS or by fax: 020 7323 4426. Alternatively book by phone, email or online – details overleaf.

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Events

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BOOKING INFORMATION for OPEN MINDS WORKSHOP

Ways to Book

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Email Bookings Email: pippa.simmons@dma.org.uk
Website Bookings Registered users can book online at www.dma.org.uk/events
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Booking Conditions

A confirmation letter and VAT receipt will be sent to you as acknowledgement of your booking. Payment must be tendered when submitting your booking form. If payment is not received, delegates will be asked to guarantee payment at registration with a personal credit card. Your fee includes documentation and refreshments. If you are unable to attend, cancellations must be made in writing and received by the DMA no later than 10 working days before the date of the event – all bookings are binding thereafter. A substitute delegate is always welcome. It may be necessary for reasons beyond the control of the organisers to alter the content, timing or venue. The DMA will not accept liability for any transport disruption or individual transport delays and in such circumstances the normal cancellation restrictions apply.

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Please tick the appropriate box if you do not want the DMA to pass your details to selected organisations, so they can contact you with their information and offers. We will not pass your email address to other organisations for marketing purposes.

Attendee 1 Attendee 2
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Attendees' names, job titles and company name will be added to a delegate list for circulation. Please tick the appropriate box if you do not want your details to be added to this list.

Attendee 1 Attendee 2