



get better creative

To learn more about Get Better Creative workshops, or how your organization can benefit from better creative and a better process to get great creative, please visit www.getbettercreative.com, or call 312.623.5567.



Stronger, more consistent creative

Get Better Creative workshops focus on what's essential in getting the best work done developing creative strategies, translating those strategies into great creative and working together as a team for more successful communications. Get Better Creative workshops align your team with practical hands-on learning.

Proven success

The tools and learning from Get Better Creative workshops are being applied successfully every day in organizations large and small – from PayPal to Boston University to Dad's Garage. Whether team members need to get on the same page with a common process to develop strategy and creative, or need guidance and practice, Get Better Creative workshops lead to stronger and more consistent work.

Immediate benefits

Get Better Creative workshops are about rapid learning that can be put to work immediately - actionable tools and processes that make direction more precise and usable. Each workshop is filled with exercises in how to best use these tools and processes - from developing better creative strategies to providing more effective feedback. Skills that benefit the entire team.

High-value training

It doesn't matter whether you're a small organization or a multi-national, to make your communications' dollars go farther, your efforts need to be strong, and as consistent as possible. Get Better Creative will help you achieve best in class work, hit the bull's eye more often, and more successfully extend your brand idea to all touch points.

Who should attend

Both B2B and B2C corporate and agency-side marketers, and communications and creative resources who are responsible for guiding and implementing efforts will benefit from Get Better Creative workshops. If they are involved in the communications and creative process and you would like to see improved results in the quality, effectiveness and value of communications, they should be included.

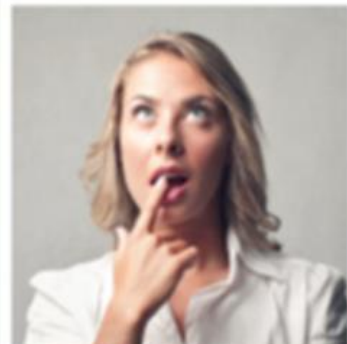
Led by a communications leader

Get Better Creative workshops are led by Dave Hamel, a marketing communications expert with 40 years of experience developing effective branding and creative on the advertising agency and marketing side of the business.

A four-time EFFIE award winner - the top recognition of marketing effectiveness - Dave has conducted these workshops in cities throughout the United States on behalf of the American Marketing Association, at Northwestern University's Kellogg Graduate School of Business, from which he earned his MBA, and in the Integrated Marketing Communications graduate school program of Chicago's Roosevelt University and Loyola University.



Some of the brands that have used Get Better Creative training



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What workshop attendees have to say:

"Without question the best conference I have ever attended. I was already using your process to properly establish goals, objectives and strategies on the plane ride home."

"Lots of good information relevant to my current situation, with real-world, applicable content."

"Dave's content was incredibly useful, he interjected our brand's content throughout the day, and his delivery held the attention of the audience."

"I wish I had this training when I first started at the company."

"It's one of the first trainings of this sort that I've attended in my career that I've found valuable."

"I was skeptical about spending time away from my desk, but Dave was really AWESOME and the content incredibly valuable."



Get Better Creative Modules

Defined subject areas will be selected to suit the needs of your organization

Subject	Description
Objective, Strategies & Tactics	Definition and review of Objective, Strategies & Tactics for communications planning purposes, including easy-to-understand examples.
Vision, Mission, Brand Positioning & Value Proposition	Defining and creating understanding of these often critical marketing planning terms with multiple examples.
Developing Messaging Strategies	Presentation and discussion of the elements of Messaging Strategy with sample strategy statements.
Finding Insights for Strategy	Discussion of from where insights for strategy come and examples of insight-driven work.
Strategy Types	Presentation and review of 5 basic types of Messaging Strategies. Examples of brands typifying those strategy types are used.
Different Strategies Lead to Different Creative	Review of alternative strategies from same client situation and the alternative creative concepts from each.
The Relationship Between Strategy and Creative	Demonstration of how, with one strategy statement, different creative directions can be developed.
Group Strategy Development Practice	The group is led in the development of alternative strategies based on a short case histories developed for this session.
Breakout Strategy Practice	Participants are divided into three teams, and, using a short case history, work as a team to develop alternative Messaging Strategies and present to the overall session for feedback.
The Messaging Brief	Presentation, review and discussion of the structure and elements of a Messaging Brief, when and where one is used.
Working with Messaging Briefs	Discussion of importance of Messaging Briefs and group interaction related to "bad" brief examples.
The Role of Clients in Messaging	What to ask of marketing/product/business unit managers in the development of messaging strategy.
The Assignment Brief	The functional information needed to develop the particular tactic, and how assignment information is different than strategic information.
Brand Personality	Presentation and review of the power of Brand Personality in the creative process.
Campaign Themes	The creative idea that is found in every campaign: what it is, how it is stated, how it is used.
Presenting the Plan and Work	Presentation and review of best practices in presenting creative in order to provide the greatest opportunity for success.
The Whole Thing Together (Tripp-Lite Case)	Presentation of a case from situation to strategy to Messaging Brief and Brand Personality to creative.
The Whole Thing Together (Nadex Case)	Presentation of a case from situation to strategy to Messaging Brief and Brand Personality to creative.
About Managing Creatives	Presentation and discussion of roles of participants and examples of how best to manage. Both managing supervisors and others in the creative development process.
Evaluating Work & Feedback That Inspires	Presentation and discussion of best practices on how to review and provide appropriate feedback to resources that have developed the creative.
Practice Giving Feedback	Using a short case with creative examples, session members will discuss and practice how to provide feedback that is helpful to the process.
Inspiration	Where and how to get and give inspiration for better work.
Judging Success	Tools and metrics to determine whether the program was successful.
Building a Messaging Strategy: An Example (Therm-Flo)	Using a real-life example, a case that takes the participants through the development of messaging strategy from beginning to Brand Position
Building a Messaging Strategy: An Example (Zoro)	Using a real-life example, a case that takes the participants through the development of messaging strategy from beginning to Brand Position
Making a Bad Brief Better	The group is provided a Creative Brief that offers opportunities for improvement; Dave Hamel leads the session in discussion of issues and resolution
Using Research to Guide Direction	Using a real-life example, a case that demonstrates how research can be used to help develop messaging direction and the work that comes from it.

Get Better Creative Tools

Refined with over 30-years experience in developing tools to successfully guide communications efforts



Tool	Description
Brand Positioning Guide	The key elements of Brand Position with examples for guidance.
Brand Positioning Blank	The tool that you and your team will use to define and disseminate the final Brand Position.
Messaging Strategy Guide	The elements of Messaging Strategy - the tool that will guide creative development - described in a form so that marketers have a reference when developing Messaging Strategy.
Messaging Strategy Worksheet	A tool you and your team will find useful for thinking through alternative Messaging Strategies, this worksheet has three Messaging Strategy blank formats pre-loaded.
Messaging Strategy Blank	The tool that allows marketers to "fill in the blanks" with appropriate filing and distribution information when they are ready to write the final Messaging Strategy direction.
Messaging Brief Guide	As you and your team author Messaging Briefs, this tool will always be available as a reference and reminder of the direction for each subject
Messaging Brief Blank	The Messaging Brief is the primary tool in the direction of the creative. Using key elements from "Creative Briefs," the Messaging Brief has been refined through decades of use to include the most valuable information that creative teams need to develop the work that will power your brand. This ready-to-use blank Messaging Brief form includes an area for filing and distribution information.
Assignment Brief Guide	A tool to help remind marketers of what information should be considered in completing an Assignment Brief.
Assignment Brief Blank	When you and your team are ready to describe the details of what's needed - sizes, formats, media, due dates, approvals and more, you will have a ready-to-complete blank Assignment Brief.
Marketing Ecosystem Guide	Smart messaging direction starts with an understanding of the marketing situation; this tool helps you and your team consider the areas that may be most important in forming that direction.



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