



OUR MASTERCLASSES HAVE TAUGHT 30K+ PEOPLE

D&AD Masterclasses

Professional development and training that power up careers and future proof businesses.

Upskill your team with short courses, a bespoke team programme, or off-the-shelf Masterclasses, focusing on the creative skills of tomorrow, taught by the stars of today.

Attract, retain and develop strong staff

Address skills gaps and **future proof your people**

Empower your team with fresh approaches

IN PERSON & ONLINE – DELIVERED GLOBALLY



Why have 30,000+ people chosen D&AD Masterclasses?

Our unique design process ensures we tailor our offer to our clients' situation, culture and needs.

We combine learning expertise and innovation with deep subject understanding to deliver memorable experiences that are practical for today's world.

We focus on empowering teams and individuals over the long term, with techniques and tools that can be used and shared beyond the training.

For more than 60 years
D&AD has been the
benchmark of creative
excellence. Our learning
is informed by the insights
of our global awards and
delivered by the most
awarded creatives.

Celebrated as creative and business leaders, boasting 300+ D&AD Pencils between them.

As a charity, our courses are fully focused on driving impact for our learners and clients, not our profit margin.



“Companies that foster creativity are 3.5 times more likely to achieve revenue growth of 10% or more than their peers.”

–The Creative Dividend Study, Adobe



Our Learning Areas:



Art Direction,
Branding &
Design



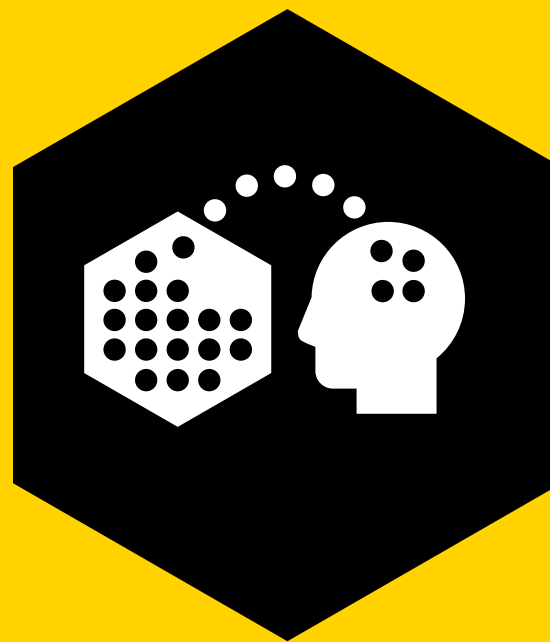
Storytelling &
Copywriting



Creative
Thinking &
Strategy



Pitching &
Presenting



Digital, Tech,
Marketing & PR



Leadership &
Team Building



IN PERSON AND ONLINE LEARNING

Live
Masterclasses

Art Direction, Branding & Design

ART DIRECTION FOR
ADVERTISING CREATIVES
Alexandra Taylor

ART OF SELLING ART DIRECTION
Alexandra Taylor

ART DIRECTION FOR
BRAND COMMUNICATION
Mark Bonner

CREATING IMPACTFUL
BRAND IDENTITIES
Chris Moody

BRAND DESIGN AND BRAND
STRATEGY FOR CREATIVES
Michael Johnson

DESIGN TO PERSUADE: THE POWER
OF FONTS
Sarah Hyndman

Copywriting

CREATIVE COPYWRITING:
THE FUNDAMENTALS
Will Awdry

CREATING SHORT-FORM
COPYWRITING FOR IMPACT
Will Awdry

BRAND VOICE AND CREATIVE
COPYWRITING
Vikki Ross

Storytelling

EMOTION IN VIDEO STORYTELLING
Carl Prezecher

STOP THE SCROLL
Carl Prezecher

STORYTELLING FOR
BRANDS & ADVERTISING
Sophie Robinson

STORYTELLING: THE
FUNDAMENTALS
Jim de Zoete

Pitching & Presentation

PRINCIPLES OF SELLING IDEAS
Ian Wharton

CREATIVE PITCHING &
PRESENTATION SKILLS
Tom Evans

PRESENTING CREATIVE WORK
Tom Evans

PRESENTING TO WIN
Gabriella Lungu

Digital, Tech, Marketing & PR

HOW TO INTEGRATE AI
INTO YOUR BUSINESS
Becky McOwen-Banks

AI AS YOUR CREATIVE ALLY
Becky McOwen-Banks

AI: YOUR CREATIVE COLLABORATOR
Laura Jordan

CREATING SOLUTIONS WITH
EMERGING TECHNOLOGY
Min-Wei Lee

IMPACTFUL PR: HOW TO
EMBRACE EARNED MEDIA
Jo Carr and Chris Bamford

BUILDING AN EARNED MEDIA
STRATEGY FOR PR
Jo Carr & Chris Bamford

MAGIC THROUGH MEDIA:
IMPACTFUL IDEAS ACROSS
DIGITAL, SOCIAL & OUTDOOR
**Emma de la Fosse
& Charlie Wilson**

Leadership & Team Building

HOW TO GET THE BEST
OUT OF YOUR TEAM
Reeha Alder & Nadya Powell

MANAGING AND INFLUENCING
STAKEHOLDERS
Emma Sexton

HOW TO BUILD RESILIENCE
Tanya Livesey

THE ART OF RECEIVING
CREATIVE FEEDBACK
Simren Degun

MANAGING CREATIVE
& CLIENT RELATIONSHIPS
Susie Galbraith

DEVELOP YOUR IN-HOUSE
CREATIVE TEAM
Iain Aitchison

EMERGING LEADERS: MASTERING
CREATIVE MANAGEMENT
Mike Mahoney

Creative Thinking

IDEAS UNLOCKED
Nick Eagleton

CREATIVE COLLIDER
Arif Haq

IDEAS GYM
Arif Haq

INNOVATION
Brett Macfarlane

BUILDING BRILLIANT IDEAS
Tom Manning

Strategy

THINK, PLAN, ACT:
HOW TO BE STRATEGIC
Uri Bachurin

BRIGHTER BRIEFS
Uri Bachurin

BRIEFING YOUR CREATIVE TEAM
Kit Altin

PERSUASIVE TECHNIQUES FOR
DESIGN & ADVERTISING
Kit Altin

Team Training:

Book your whole team onto any of our existing Masterclasses, delivered at a time and location that works for you. Our training for teams can be delivered either online as digital workshops, physically at our D&AD Studios in London, or at your location of choice. Maximum delegates vary between sessions, but we can usually host between 10-20 delegates per session.



Individual Training:

Masterclass Credits provide the most flexible option when you are looking to service a large number of different learning needs across the business. Let your team choose the learning program that's right for them and sign up for different Masterclasses on our individual program. We can host up to four delegates from any one company on a live Masterclass for individuals, subject to availability.



Bespoke Learning

Working with D&AD's learning consultants, we'll discuss your request in a diagnostic meeting. From this, we'll build a learning program to achieve the specific learning aims you've set out.

Bespoke Masterclasses can include live sessions, interactive workshops, webinars, panels and keynote speakers, hackathons to overcome creative blocks, insight-packed evening events, accelerator programmes for a fast-track to creative leadership, team building, solving a brief and much more.

Bespoke Masterclasses are shaped specifically to your needs and are always delivered by our roster of exceptional industry professionals.



Our Process

All of our learning programmes follow this **5 step process**:



Discover:

Work with D&AD's learning team to deep dive into your specific business challenges, learning objectives and creative blockers.

Design:

We'll outline a curriculum that aligns with your needs and can be delivered in a way that fits your team's existing work pressures, and utilises learning methodology to ensure the training sticks.

Develop:

Collaborate with handpicked trainers to create and tailor session content, build pre-and-post-session material and agree additional builds.

Deliver:

D&AD will account manage and host your programme alongside the creative facilitators.

Debrief:

Delegate feedback is collated and shared back to help measure success.

Reminded me why it’s exciting to be a creative. And that there’s magic in the process - and process in the magic.

On

The best training I’ve had in 17 years at Tesco

Tesco

Insightful, fun, challenging & motivating. A fantastic day that I will be recommending to colleagues across the business.

The Washington Post

A brilliant day, amazing session. Feel like I’ve taken a lot of new and helpful information. 10/10 would do again

Virgin Media 02

A refreshing approach to tackling creative challenges. Incredibly useful with lots of practical takeaways.

Gymshark

A brilliant reminder of why we got into the biz in the first place, and a great poke in the tired brain with the imagination stick.

M&C Saatchi

Enlightening and engaging, [the trainer] did an amazing job of speaking to the brief writers and the creatives in a relatable way that made both sides feel heard and seen.

Britbox



We want to build our learning programs in collaboration with you.

Get in touch with our team at masterclasses@dandad.org

