



**OUR MASTERCLASSES HAVE TAUGHT 30K+ PEOPLE**

# D&AD Masterclasses

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

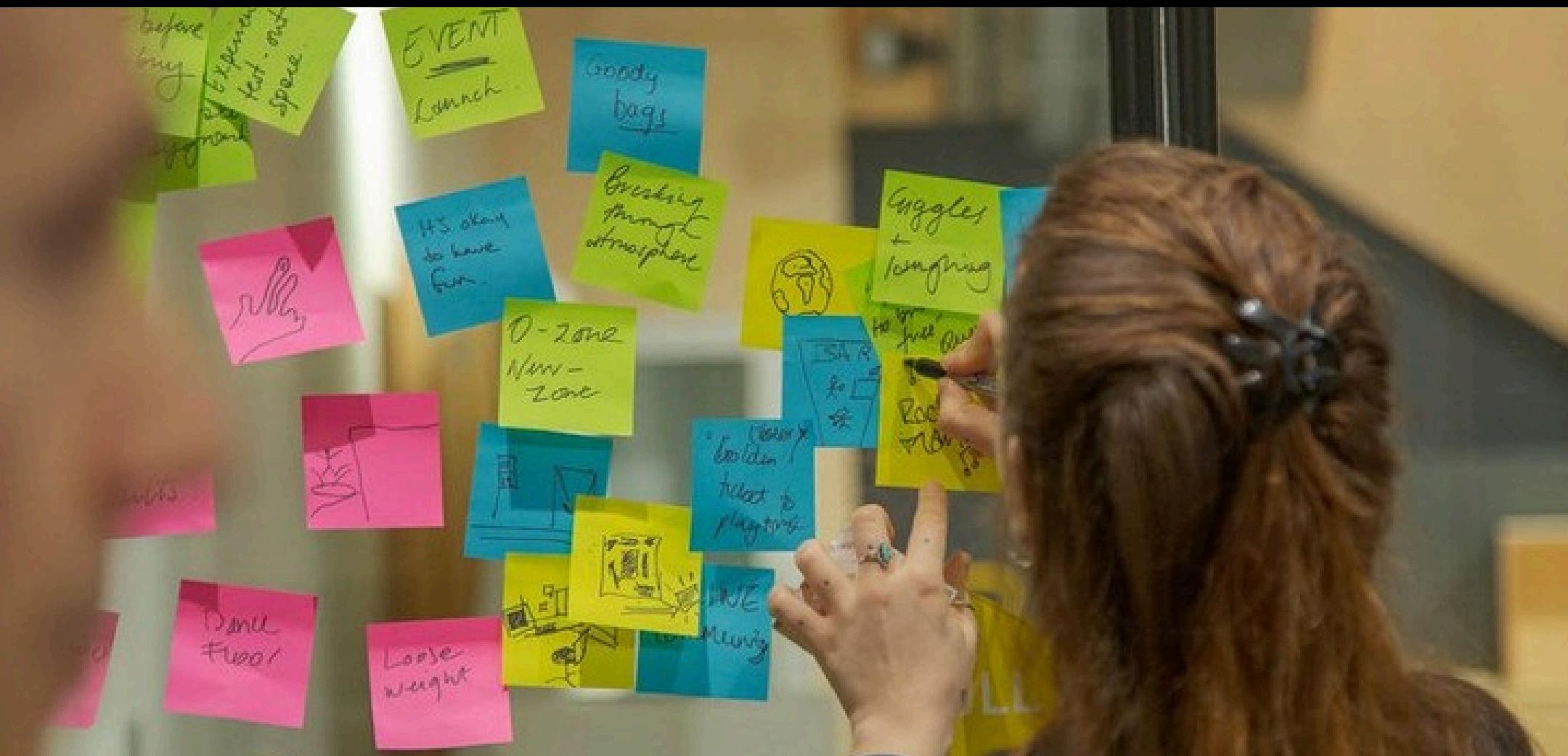
Upskill your team with short courses, a bespoke team programme, or off-the-shelf Masterclasses, focusing on the creative skills of tomorrow, taught by the stars of today.

**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?



## **Bespoke (genuinely)**

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

## **Innovative & Memorable**

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

## **Transformative**

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

## **Respected & Recognised**

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.

## **Our Trainers**

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

## **Proven Impact**

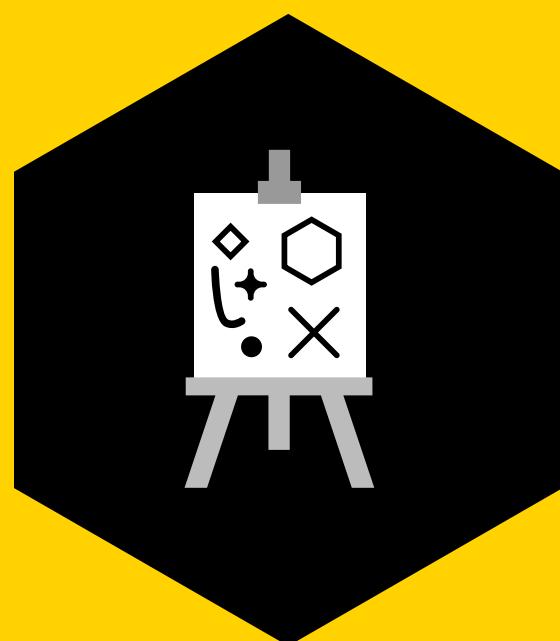
As a charity, our courses are fully focused on driving impact for our learners and clients, not our profit margin.

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

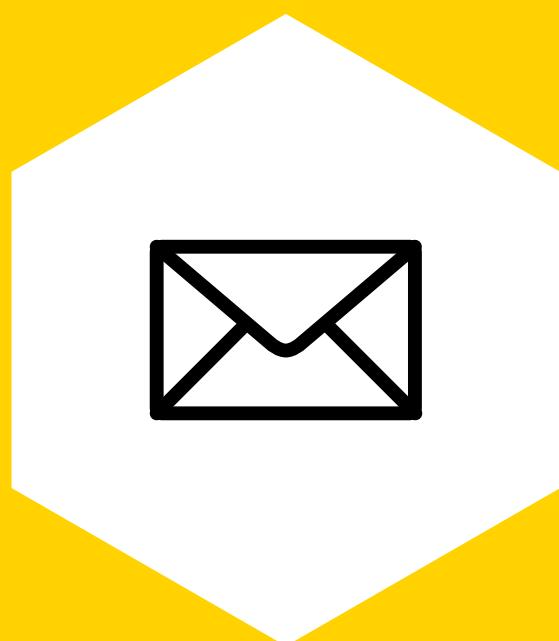
—The Creative Dividend Study, Adobe



# Our Learning Areas:



Art Direction,  
Branding &  
Design



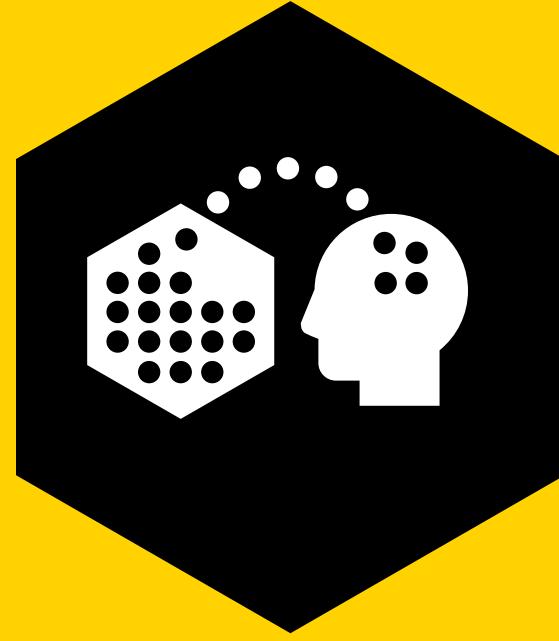
Storytelling &  
Copywriting



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**

### Creative Thinking

BUILDING BRILLIANT IDEAS  
**Tom Manning**

CREATIVE COLLIDER  
**Arif Haq**

CREATIVE EVALUATION  
**Arif Haq**

IDEAS GYM  
**Arif Haq**

IDEAS UNLOCKED  
**Nick Eagleton**

INNOVATION  
**Brett Macfarlane**

### Strategy

BRIEFING YOUR CREATIVE TEAM  
**Kit Altin**

BRIGHTER BRIEFS  
**Uri Bachurin**

PERSUASIVE TECHNIQUES FOR DESIGN & ADVERTISING  
**Kit Altin**

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

### Copywriting

BRAND VOICE AND CREATIVE COPYWRITING  
**Vikki Ross**

CREATIVE COPYWRITING: THE FUNDAMENTALS  
**Will Awdry**

CREATING SHORT-FORM COPYWRITING FOR IMPACT  
**Will Awdry**

### Storytelling

EMOTION IN VIDEO STORYTELLING  
**Carl Prezemer**

STOP THE SCROLL  
**Carl Prezemer**

STORYTELLING FOR BRANDS & ADVERTISING  
**Sophie Robinson**

STORYTELLING: THE FUNDAMENTALS  
**Jim de Zoete**

### Pitching & Presentation

CREATIVE PITCHING & PRESENTATION SKILLS  
**Tom Evans**

PRESENTING CREATIVE WORK  
**Tom Evans**

PRESENTING TO WIN  
**Gabriella Lungu**

PRINCIPLES OF SELLING IDEAS  
**Ian Wharton**

### Digital, Tech, Marketing & PR

AI AS YOUR CREATIVE ALLY  
**Becky McOwen-Banks**

AI: YOUR CREATIVE COLLABORATOR  
**Laura Jordan**

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

CREATING SOLUTIONS WITH EMERGING TECHNOLOGY  
**Min-Wei Lee**

HOW TO INTEGRATE AI INTO YOUR BUSINESS  
**Becky McOwen-Banks**

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

### Leadership & Team Building

DEVELOP YOUR IN-HOUSE CREATIVE TEAM  
**Iain Aitchison**

EMERGING LEADERS: MASTERING CREATIVE MANAGEMENT  
**Mike Mahoney**

HOW TO BUILD RESILIENCE  
**Tanya Livesey**

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

MANAGING CREATIVE & CLIENT RELATIONSHIPS  
**Susie Galbraith**

MANAGING AND INFLUENCING STAKEHOLDERS  
**Emma Sexton**

THE ART OF RECEIVING CREATIVE FEEDBACK  
**Simren Degun**

# 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.



# 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

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

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

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.

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.



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

Get in touch with our team at [masterclasses@dandad.org](mailto:masterclasses@dandad.org)

