

Ad Guru

Can your team work creatively to discover what it takes to stand out in the fast paced Ad world? Do they have what it takes to position your company's products and capture the hearts and minds of your customers?

Overview:

Ad guru is an interactive team program where teams have to Create, tender, 'pitch' and close with confidence! Do you have what it takes to work creatively within a short period of time and stand out. Your team is an Advertising Agency and has been commissioned to make a highly entertaining, informative and superbly crafted commercial for your company.

To win this prestigious deal the commercial must be ground breaking and have the right angle in order to capture the hearts and mind of your audience.

Teams get to be highly creative in that there are roles for every one, with costumes and make up, props and tuition, teams get to develop their commercial in their own design.
The creative process...

- Following an open discussion on what makes an effective commercial, training is given in camera operation and script writing
- Teams are then given their brief with some very funny and 'special twists'
- Teams collaborate, brainstorm and perform their commercial onto film
- Later that day the commercials are shown in a fun and amusing show
- Teams can be given an opportunity to comment on the key aspects of their commercial with parallels being drawn to real workplace issues

Outcomes:

- Creatively take ownership of the conference theme and apply it to film
- Promote your company's products and work out what really matters through the eyes of your customer
- Collaborate and work in an inspirational learning environment
- Be bold and imaginative (think outside the square)
- Have a huge amount of personal satisfaction in seeing their creative effort recognized by their peers
- Be intellectually and physically engaged where there are roles for everyone

The beauty is that all can take part and no location is too hard. Worldwide! We come to you. The Agency can be run any day or night. We recommend minimum of 2 hours duration to get true outcomes, plus a night session in a private arena for awards and presentation.

For more Information, call us on 1300226110

Caution: Teambuilding can be rewarding and fun

The invoice amount is payable prior to programme delivery: 100% deposit 30 days prior to program

delivery. Cancellation of a program, within 30 days of a delivery date will incur a 50% charge.

Cancellation within 14 days of the program delivery date will incur a 100% charge.

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