

## Now that's what I call creativity

**21/01/16. Regent Street Cinema, London**

This is the third event in a series of eight designed to enhance both the technical skills and management capabilities of marketers aspiring to reach the highest level of our profession.

CIM London, in collaboration with the CIM Creative Communications Group, has produced and directed this two-hour mini-conference being staged at the fabulously refurbished Regent Street Cinema, one of the most historic cinemas in Britain.

The focus of this blockbuster production is creativity and integrated marketing communications. We hope it will have you spellbound as we piece together four interrelated stories.

### Programme

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13:00 Registration in the foyer and lunch in the bar

14:00 Brief Encounter: Anthony (Tas) Tasgal, POV

Tas will show you how to write a killer brief – all epic campaigns start with a great storyline

14:30 The Big Bang Theory: the cast of Brand Remedy

The cast of Brand Remedy will open up the debate on 'the big idea' before your very eyes. Managing and Creative Director Richard Silbermann, Head of New Business Louise Barfield and Head of Insight Remedy Lee Grunnell, and guest facilitator, Graham Wylie, will discuss sources of inspiration and illustrate a process that may help you create marketing communications with real impact.

15:00 The Matrix: Clair Dean and Chris Evans, OMD

Winner of the Grand Prix and three golds at the Media Week Awards, the campaign to launch Channel 4 drama 'Humans' was a brilliant combination of stunning creative and the inventive use of media. The campaign was brought to life across multiple channels with partners Microsoft, eBay and Fuse Sport & Entertainment. Claire and Chris will present the dramatic story of how it was 'put together'.

15:30 The Good, The Bad and The Ugly: Mark Challinor, Media Futures

Mark will round up the day with some of the best and worst campaigns he has seen from around the world, across different media channels. Mark will also give his view on what creativity means when planning campaigns, what you need to bear in mind to be "creative" and what he believes is the Holy Grail that makes campaigns truly memorable.

16:00 The Credits ... then head back to the bar