

# Now that's what I call creativity 2.

04/07/17.

**London College of Fashion, University of Arts, 20 John Princes Street, London W1G 0BJ**

Welcome to the CIM Creative Communication Group's second annual conference *Now that's what I call creativity 2*.

To celebrate Independence Day it is the aim of this conference to pursue the Happiness that creatives create. We will be sharing some of the best imaginative ideas, experiences and new thinking, both on screen and off screen - our ambition is to inspire you to craft integrated marketing communications that can knock socks off.

## **Programme**

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- 13:00 Buffet lunch – food before thought
  
- 14:00 CSI New Oxford Street: why we need more Creativity, Serendipity and Insight. Anthony 'Tas' Tasgal, POV Marketing and Research
  
- 14:30 Mobile video made easy: Pedro Carvalho, Head of Marketing, Vidsy
  
- 15:00 This is good writing: Nick Padmore, The Writer
  
- 15:30 Short stories are great for sharing: Ringo Moss, Digital Strategist, McCann
  
- 16:00 Go back to work, go home or go to the pub?

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## Speakers

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**Anthony (Tas) Tasgal:** Tas started life as an ad agency planner before setting up POV, a strategic brand, communications and training consultancy, some 15 years ago. He still works with several travel and retail brands, such as Fred Olsen Cruise Lines and Specsavers.

A Course Director for the CIM, Tas specialises in Persuasive Storytelling, "Insightment" and applying new thinking from Behavioural Economics to understanding consumer behaviour and decision making in relation to marketing and communications. Having authored 'The Storytelling Book', he advocates restoring the lost art of storytelling; to put the "author" back in "authority"; to write less and think more.



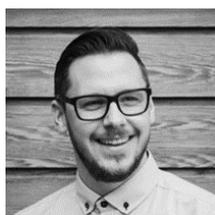
**Pedro Carvalho:** Pedro is the Head of Marketing at Vidsy, a leading content platform that helps global brands such as Dove, Vichy, Vodafone and Barclays make the most out of mobile video ads.

Pedro is a tech professional with experience in advertising, sales and marketing. Among his credits he has built the online presence of a start-up boutique hotel that reached no1 on Trip Advisor, helped Google launch Adwords for SMBs in Portugal, been the team lead of Google's Sales Training team and developed content to educate and grow YouTube Creators online and offline.



**Nick Padmore:** Nick is Creative Director at The Writer and heads up their brand and marketing team, helping companies use language to stand out from the crowd. He follows the Byron Sharp school of thinking and insists that a brand's words can be just as powerful and distinctive as its colours or logo.

Lately he's been helping Sainsbury's find their tone of voice, changing the way Lynx write about anti-perspirant and naming dog treats for Mars Petcare. Even after ten years, he still can't quite believe this is what he does for a living.



**Ringo Moss:** Ringo is Digital Strategist at McCann, Birmingham. He has a wealth of digital channel expertise including 12 years' in digital design, technology, content, advertising and strategy for some of the world's biggest brands from Topshop to Telefonica, and BBC to Harper's Bazaar.

Most recently Ringo has been selected as one of the 2016 BIMA 100 most influential people in the UK digital industry.