

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

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 create a '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 guests, 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 off the day by showing examples of other stunningly creative campaigns from around the world ... and some not quite so stunning! If you fancy a Tweet then cast your vote or nominate your own examples using #fabcampaign and #badcampaign

16:00 The Credits ... and the bar is open.