

STRATEGY ACADEMY

Academy Overview:

Be inspired by a new approach to collaboration that consistently fuels inspiration. Learn how agency-clients can co-create to find powerful insights that lead to disruptive ideas. In this academy, you will learn how to ask the right questions to uncover hidden opportunities, embrace co-creative mindset leveraging combined expertise, and how to foster agency-client relationships that challenge norms and embraces fresh perspectives and innovative ideas

Who is it for?

- We encourage professionals from agencies or brands, as well as freelancers to participate. Fields include all creative fields including, but not limited to, Advertising, Marketing, Branding, Design, Entertainment, Media, Events, Publishing, Creative Technology, Retail and E-commerce, to participate
- Ideal for roles such as Marketing Strategist, Brand Strategist, Digital Strategist, Content Strategist, Social Media Strategist, Market Research Analyst, Campaign Strategist, Marketing Managers, Account Managers, Business Development Managers, Communications Director, Client Relationship Managers, Strategy Consultants

Learning Outcomes:

- Explore the significance of collaborative innovation to drive impactful insights
- Break down and align goals, objectives, and expectations of campaigns, as well as strategy alignment with the overall brand vision
- Discuss case studies of award-winning campaigns created through impressive agency-client collaboration
- How to create a relationship of partnership based on trust and transparency
- Develop your strategy skills to tackle a real-time brief and hone your presentation skills to a jury of top creatives