

# INNOVATION ACADEMY

## Academy Overview:

Award-winning campaigns often stand out when they effectively address and solve real-world problems. In this academy, we analyse award-winning work using innovative, technological solutions to drive impact, shift society and culture and create positive change. Explore using novel and creative approaches to aimed at making a difference.

## Who is it for?

- We encourage students and young talent 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 Manager, Brand Manager, Creative Director, Digital Marketing Specialist, Creative Strategist, Media Planners, Innovation Officers, Business Owners, PR Manager

## Learning Outcomes:

- Be inspired by award-winning case studies using products, tools, models, platforms to solve problems in society
- Explore brainstorming strategies to generate ground-breaking concepts
- Foster a forward thinking mindset and leveraging emerging future technologies
- Develop your innovative skills to tackle a real-time brief and hone your presentation skills to a jury of top creatives