

VCU Brandcenter Presents

Executive Series for Creative Directors, June 9-13, 2008

“You should be aware that there is no such thing as a perfect creative director. And there never will be. If you are dictatorial, you will be considered an egomaniac. If you are passive, people will doubt your commitment. If you create advertising yourself, your staff will consider you competition. If you delegate all the tasks, they will call you lazy. If you consort with others in management, you will be seen as a politician. If you align yourself strongly with the creative group, management will consider you divisive. You’ll never please everyone. You should know that and quit worrying about it. Then you can get on with getting ads done, somehow. Because, in the final analysis, that is how you’ll be measured. Besides, it is the only way you can measure yourself.”

Anonymous

WHAT IS IT? An intense 5-day training program covering all the major skills that go into leading a strong creative department: evaluating talent and recruiting talent, selling through good ideas, responsible budgeting, understanding the client mindset, becoming a strong member of the agency management team, understanding the changing media landscape, planning your own career, and other subjects.

WHO SHOULD ATTEND? Working Creative Directors or people about to be promoted into that position at ad agencies, interactive shops, design firms, in-house agencies, and anyone else responsible for managing the creative process.

Program is limited to 30 people, so be sure to book early.

“This program focuses on the practical skills Creative Directors must have... how to manage and motivate people, evaluate talent, work with management and clients, and sell good ideas to clients. We want the attendees to walk away being better creatives as well as better managers.”

Rick Boyko / Director, VCU Brandcenter



Topics

- The Creative Mindset
- Working with Strategic Planning
- Presentation Skills
- Creative Direction in the Digital Age
- Partnerships that Work
- Telling the Story
- Managing Your Career
- Understanding the Client Mindset
- Evaluating Creative Talent

Brandcenter Faculty + Guest Faculty

- Rick Boyko / Director and Professor - VCU Brandcenter / former Co-President and CCO of Ogilvy & Mather North America
- John Butler / Partner and Creative Director - Butler, Shine, Stern & Partners
- Caley Cantrell / Professor - VCU Brandcenter
- Brian Collins / Chief Creative Officer and Chairman - COLLINS:
- Peter Coughter / Professor - VCU Brandcenter / President - Coughter & Company
- Mark Fenske / Professor - VCU Brandcenter
- Mike Hughes / President and Creative Director - The Martin Agency
- Don Just / former VCU Brandcenter / President - The Strategy Consulting Group
- Kerri Martin / former Marketing Communications Manager for Mini Cooper division, BMW of North America and former Director of Brand Innovation at Volkswagen of America
- Kelly O’Keefe / Professor - VCU Brandcenter / CEO - O’Keefe Brands
- Robert Rasmussen / Executive Creative Director - R/GA
- Pam Reeve / President - The Pamela Reeve Company
- Ted Royer / Executive Creative Director - Droga5
- Greg Stern / Partner and CEO - Butler, Shine, Stern & Partners
- Robert Wong / Executive Creative Director - Google Creative Labs



“This was by far the best, hardest and most valuable conference I’ve ever experienced.”

Ignacio Oreamuno / President, ihaveanidea.org



“We sent two creative directors last year. They came back not just fired up—but smarter and more thoughtful about the business. We’ll definitely send two more this year.”

Mike Hughes / President and Creative Director, The Martin Agency

Quotes from former attendees:

“When I left, I already wanted to come back. One of the best things about being at the seminar was getting enthusiastic, inspired, and energized.”

“I think, in one week, this program gives you about two to three years of additional experience. I personally am going to go back and ask for a raise equivalent to that experience.”

“Every creative can’t help but love their own ideas too much. The great creative directors are the ones that have an ability to love other people’s ideas more than their own. This program is not a luxury but rather a necessity for our industry.”

David Droga
Creative Chairman / Droga5

EXECUTIVE SERIES FOR CREATIVE DIRECTORS

Accommodations

We recommend the following hotels that are within walking distance of the VCU Brandcenter. They offer a special VCU rate, based upon availability. Please book early to reserve your space.

Crowne Plaza / 555 E Canal Street, Richmond, VA 23219
804.788.0900 / ichotelsgroup.com / VCU rate: \$115 + tax

The Jefferson / 101 W Franklin Street, Richmond, VA 23220
804.788.8000 / jeffersonhotel.com / VCU rate: \$143 + tax

Doubletree / 301 W Franklin Street, Richmond, VA 23220
804.644.9871 / richmonddoubletree.com / VCU rate: \$115 + tax

*Please ask for the VCU/State of Virginia rate.

Fees

\$5,000 includes all sessions, breakfast and lunch each day, two dinners, workshops and special events.

Early Bird Offer

Register by May 22nd and receive a discount (\$4,250). Please note that we must receive your payment, in full, by May 22nd in order to receive the early bird discount.

JUNE 9-13, 2008 / REGISTRATION DETAILS

Payment

In order to reserve your place, we must receive payment in full with your registration. Registration is not considered complete until payment is received. Attendees are responsible for arranging their own transportation, accommodations, airport transfers and outside meals.

Cancellation Policy

Cancellations must be received before May 22nd in order to receive a full refund. Cancellations after May 22nd will not be refunded; however, you may transfer the registration to another person.

Multiple Orders

You must complete a registration form for each delegate.

Mailing Address

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Questions / Megan Clifton / 804.828.8384 / mclifton@vcu.edu

EXECUTIVE EDUCATION REGISTRATION FORM

Yes, register me now for the 5-day 2008 Creative Directors Program-- \$5,000.

Hey, I’m getting this in by May 22nd and want to take advantage of the early bird discount so registration is only \$4,250.

Name _____ Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____ E-mail _____

PAYMENT

Check in U.S. dollars [Make payable to VCU Brandcenter - specify “Executive Series CD Program”]

CREDIT CARD

MasterCard Visa American Express Credit card number: _____ Exp Date _____

Three Digit Security Code on Back of Card _____ Date _____

Name as it appears on card _____ Signature of cardholder _____

Please fill out the registration form and return via fax or mail; or, you can register online at www.brandcenter.vcu.edu. Click on About > Executive Education > Registration > Click on link that says Online Registration.