

Inhouse Training

Idea Management and Creativity Techniques for
New Innovation Impulses in Marketing, Advertising, Media & Design



mario pricken

IDEA MANAGEMENT LAB



6 facts why this training course is very close to your business reality

We customise our inhouse training to meet the needs of teams from areas such as marketing, advertising, media and design but also from product innovation or game development. This two-day intensive training course teaches you how to efficiently use professional idea management and helps teams develop more big ideas and innovations. Learn how to inspire yourself to come up with a generous flow of high-quality ideas and how to implement them successfully, regardless of how you are feeling that day. The “black box of creativity” is considerably demystified through systematic application of efficient thought strategies favoured by top international creatives. To gain the maximum practical benefit for your team these two days are structured to mirror your business reality:

- 1.** The team save time by developing pools of ideas for ongoing projects based on their own business experience.
- 2.** Using examples from their own projects, team members directly experience the practical capability of all approaches to idea management.
- 3.** Learning by doing: in several impromptu meetings the team learn how to leave well-worn paths and establish a new “creative culture”.
- 4.** On request, training takes place on your own company premises to experience the practical suitability of the approaches in a familiar environment.
- 5.** The trainers are professionals from the creative industries and therefore speak the jargon of the participants.
- 6.** We work exclusively with creative tools and techniques from the field of idea management that have been specifically developed for creative industries teams (no mind mapping, no PowerPoint, no pin cards or similar methods).



7 valuable lessons learned in this training course

- 1. A clear briefing and clear goals are half the solution:**
How a vague briefing is converted into an inspiring formulation of clear goals that can be turned into fertile ground for innovative ideas.
- 2. Ideas are not just a matter of intuitive luck:**
How the skilful application of modern creativity techniques and thought strategies systematically produces more high-quality ideas.
- 3. Exploiting the team's full potential:**
How to inspire the "collective brain" of a creative team, reduce inhibitions, encourage people to think new thoughts and open up new concept areas.
- 4. A new life for difficult or long-term customers or projects:**
How to re-inspire "burnt-out" teams and prevent production of clichéd ideas.
- 5. A new creative culture for more big ideas:**
How to gear up ideas to withstand negative attacks by critics and experience how professional idea management strengthens ideas and protects them until implementation.
- 6. 200 ideas in 90 minutes:**
How new creativity techniques help generate a surprisingly large quantity of high-quality ideas either in a team or on an individual basis.
- 7. Motivation as the key to achieving top creative results:**
How to bring more fun to a team's creative projects and at the same time boost the creative potential of each team member.



Who benefits most?

Our course is designed mainly for professionals from the creative industries. To enable optimum practice transfer to the business environment it makes sense to also invite staff members from project management, customer service or even from management.

Who benefits most?

- Managers, managing directors and board members
- Creative directors and art directors
- Creative department staff
- Key account managers and project managers
- Freelancers from the creative industries

Industries and segments profiting from our training course

Marketing, advertising, product innovation, direct marketing, event marketing, public relations, new media and Internet, on- and off-air promotions, packaging, print and electronic media, computer animation, film and post-production, content development and all those whose life depends on generating brilliant ideas.

General conditions for a two-day training course

Optimum group size: 12 to 16 participants
Possible training modules: 2 consecutive days
Duration of training each day: 09.00 – 17.00
Training documents: handouts, 4 books and the “Creative Sessions” toolbox



Programme

Day 1

08.45: arrival
09.00: start of training
13.00: lunch
17.00: end of first training day

Day 2

09.00: start of training
13.00: lunch
17.00: end of course

Languages

We offer all training courses in either German or English.

Why this training course is worth the investment

The costs may seem high but the benefits are by far much greater:

- Inspires customers with more big ideas
- Creates more chances to beat the competition
- Saves time by optimising the creative process by up to 30%
- Saves costs by reducing correction phases and the need for repeat presentations
- Keeps staff members engaged and focused

Training modules: set-up of a creative department and idea management

If it is your aim to establish a new creative culture in your business or set up an internal idea factory or innovation department, we would be happy to assist you in working out a scheme that goes far beyond an individual training course and, with our support, can then be gradually implemented and integrated in your company. For questions and a first consultation please do not hesitate to contact us.

The Team



Mario Pricken

For more than eleven years Mario Pricken has inspired the marketing departments of international companies, renowned agencies, design firms and television stations as innovation director and consultant. Only very few people know as many creative companies from the inside as he does. With his company that was founded in 1999, he and his team are among the most sought-after experts for innovation processes, effective idea management or new creativity techniques. The book “Creative Advertising” (130,000 copies sold in six languages) published in 2001 made him the acclaimed author of what today is an internationally recognised standard work. He is also the author of “Visual Creativity” and the “Creative Sessions Box” creative card set (co-author Christine Klell). In 2009 his third book “Clou – Strategic Idea Management in Marketing, Advertising, Media & Design” was published. A passionate creative industry professional with more than 18 years experience in the industry, Pricken has been teaching “Creativity and Strategy” at the University of Applied Arts Vienna since 2006.



Christine Klell

Christine Klell founded her own design studio in Vienna in 2000 after working as an art director and team leader in agencies for many years and a working phase in Hong Kong. She has been a partner and the creative inspiration of Mario Pricken since 1999, she designed the successful books “Creative Advertising”, “Visual Creativity” and “Clou” and is co-author of the “Creative Sessions Box” creative card set. Since 2004 she has been workshop leader and trainer and has been guiding teams from advertising, marketing, media and design through the mysteries of effective idea management and modern creativity techniques. Since 2005 she has been a Visiting Professor teaching Integrative Campaigns at the New Design University St. Pölten. As of 2011 she will be teaching Idea Management and Creativity at the Advertising Academy in Vienna.

The Team



Dieter Weidhofer

Dieter Weidhofer has been working as free creative director for some of the major agencies in Austria as well as for international companies such as IKEA, Hewlett-Packard, Audi and Bank Austria for more than 20 years. In the course of his career he has won more than 50 national and international awards in prestigious competitions like Clio, ECHO, Golden Drum or in Cannes. Trained as NLP Master Coach and certified systemic trainer, since 2006 he has dedicated his activities to training and workshops for team leadership as well as to team coaching for more effective generation of ideas in advertising and marketing. Since 2010 he has been a partner in Mario Pricken's team. With his special capabilities and his pronounced attachment to creativity combined with Mario Pricken's innovative techniques, he has forged new trails in the field of idea management and creativity. In addition, he has been Assistant Professor at the Advertising Academy in Vienna since 2007.

Contact

You are welcome to contact us
for a no-obligation consultation.

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