



EFFECTIVE BRAINSTORMING TECHNIQUES

Ignite Innovation and Creativity
in your Business

April 18, 2018 - Lahore | April 20, 2018 - Karachi | 9:30 am - 1:00 pm

In order to utilize power of out-of-home media, creativity and innovation are crucial;

- But how do you come up with new and creative ideas that will excite your clients and public?
- And how do you select of the many big and small ideas that come out of a brainstorm as the best ones?

This Workshop explains you the theory behind the various brainstorming techniques and helps you to apply these techniques into practice. It is going to be an interactive session filled with real examples of the business world in general, advertising and out-of-home media.

Workshop Agenda

Brainstorm Theory

- What is creativity?
- How is an idea born?
- Functioning of the brain
- 4 rules of the game
- 2 phases of brainstorming
- Idea killers
- 4 Rs

Brainstorm Practice

- Preparation
- Formulation of key question
- Divergence techniques
- Convergence techniques

After the Brainstorm

- Pitfalls
- The next steps
- From idea to action!

Facilitated by:

Dave Neilssen

Former captain Royal Dutch Marines, working in media & communication since 1994

Founded in 2001 agency De Stemmingmakerij specialized in youth communication. As a facilitator, Dave helps to discover unexpected solutions to business and communication challenges. Besides facilitating brainstorming sessions, Dave Neilssen often serves as a chairman for individual events. As a driven moderator, he sows and harvests energy, participation and commitment.

He specializes in media, marketing and brands.

Dave provided brainstorms and workshops for:



Who Should Attend

This workshop is highly recommended for Media Owners, OOH Vendors, Digital Suppliers, Tech Startups & Professionals from Integrated Advertising, Digital Advertising, OOH Advertising & Marketing.

Workshop Fee

PKR 25,000/-
+SST/PST per participant

FEE INCLUDES:

Course material, certificate of attendance, lunch, refreshments & business networking

For Registration

☎ 0332-1628272
☎ 021-34551198, 34547141, 34520093
✉ info@octara.com | www.AOTC.pk | www.octara.com
🌐 AOTCPakistan | teamoctara | teamoctara | octaratraining

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