

Talking creative: communicating design better

Tuesday 27 June
13:15 – 17:30
Museum of London
#DBACreativeTalk

13.15	Registration and refreshments
13.30	Chair's introduction Chair: Catherine Allison , Director and Lead Trainer, Master the Art
13.40	How to sell creative – without the sales approach Communications expert Catherine Allison opens the seminar with her insight on how to articulate your business' creative ideas without the hard sell. Conveying creative concepts with confidence provides credibility and gravitas to your offer and ensures that all-important first impression is positive. Speaker: Catherine Allison , Director and Lead Trainer, Master the Art
14:10	Building creative trust in clients Clients are drawn to your business for your creative credentials. Feedback is an important part of the client-agency relationship so finding a way to build trust and an open, constructive dialogue will make the process run smoothly. Jeremy Davies will delve into the client's perspective to help you understand what drives feedback. He'll share best practice on how to collaborate with clients, and rejuvenate your process so feedback loops are transparent and you achieve the overall results you're after. Speaker: Jeremy Davies , Director, Little Train BD
14:45	Refreshment break
15:15	Communicating in your clients' language Designers are now regularly part of client facing presentations, meaning their skillset needs to encompass confident communication, particularly when it comes to talking about creative work. In this session, Ian Johnston will share a practical case study on how retail space designers Quinine have implemented steps in the design process to communicate in a way that resonates with clients. As a result, clients have become better placed to evaluate design work and designers have honed their creative communication skills. Speaker: Ian Johnston , Founder, Quinine
16:00	Increasing your creative confidence Speaking to clients with authority about your creative solutions will make them more likely to accept your recommendations. Anyone who is client-facing needs to be able to communicate their firm's design work powerfully at all stages of the process, from initial strategy and concepts right through to detailed development and implementation. Shan Preddy, PREDDY&CO Partner and DBA Expert, will explore how you can use a combination of positioning, language and industry knowledge to increase your confidence, command your clients' respect and cement your value as the creative expert in the room. Speaker: Shan Preddy , Partner, PREDDY&CO and DBA Expert
16:45	Understand the art of business to communicate design This session will explore how to strike a balance between business terminology and creative language in your client interactions. Gaining a reputation as an agency that is able to successfully communicate the effectiveness of its work at a business level will enable you to successfully make the case for bigger and better projects from clients, ultimately driving company growth. This could be your magic bullet to win and retain clients. Speaker: Toby Southgate , Independent, Former Worldwide CEO, Brand Union
17.30	Close Please join us at The London Wall Bar and Kitchen for drinks after the seminar.

13.30 Chair's introduction and how to sell creative – without the sales approach



Catherine Allison, Director and Lead Trainer, Master the Art
@mastertheartltd

Catherine is director and lead trainer at Master the Art, a training consultancy that provides bespoke presentation and communications skills training to help agencies win more business. Catherine firmly believes that the way we present ourselves and our ideas in business can hugely influence people's impressions of us as individuals and significantly alter perceptions of an agency overall. Improved personal skills - whether it's presenting in pitches, selling a creative idea, communicating with clients or greater presence and gravitas - can have a

dramatic effect on an agency's chances of winning business. Catherine has a background in acting and has combined this with her 20 years agency experience in client services and business development roles to develop and lead presentation and communication skills training sessions specifically for those working in an agency environment.

14.10 Building creative trust in clients



Jeremy Davies, Director, Little Train BD
@JAODavies

An endlessly curious and energetic communication professional, committed to connecting people. A member of the Design Business Association's Expert Register, Jeremy helps Design businesses to find new clients. As well as bringing people together, Jeremy helps organisations craft better copy. He has generated PR coverage around the world for his clients, written comedy for London's News Revue, and performed stand-up at the Edinburgh Fringe.

15.15 Communicating in your clients language



Ian Johnston, Founder, Quinine
@QuinineDesign

Ian launched Quinine, a strategic retail design agency in 2005. Having studied industrial design at Ontario College of Art in Canada, Ian won a scholarship which enabled him to attend the Royal College of Art. On completing his MA he became one of the first RCA Helen Hamlin Research Associates, working on a year long project exploring work-life patterns and defining new markets for emerging lifestyles. Quinine has been built on Ian's experience of integrating user understanding into design. Ian has worked with leading brands from around the world, such as Comcast, Xfinity, Rogers, Fido, Orange and EE. Ian's

passion of lifelong learning led him to become course director of MA Product Design at the Institute of Design in Madrid for two years and he is currently an external examiner for product design at the University of Creative Arts.

16.00 Increasing your creative confidence



Shan Preddy, Partner, PREDDY&CO and DBA Expert
@ShanPreddy

Shan works with design firms and in-company design units of all disciplines and all shapes and sizes, worldwide. Her vision-based business consulting helps design firms to identify, plan and reach their goals. Her executive coaching empowers senior design-sector professionals and guides them on getting where they want to be. And her in-company, tailor-made training courses cover a wide range of communication and interpersonal skills from making winning presentations through to persuasion, sales, negotiation and client relationship management. Shan also delivers Preddy&Co workshops and masterclasses for design organisations and associations around the world, including many for the DBA.

Previously MD of a successful Top-100 London branding and communications design company – long since swallowed up into the depths of the network giant Omnicom – Shan's career has also included teaching, PR and international advertising where she was in charge of campaign strategy and client relationships. She is a popular design-sector conference speaker and chair, and her books 'How to Run a Successful Design Business' and 'How to Market Design Consultancy Services' have become industry best-sellers, frequently stolen from design firms' libraries. She is a Founding Member of the DBA Experts' Register, a Fellow of the RSA, a Full Member of D&AD and a Business Leader at the Marketing Society.

16.45 Understand the art of business to communicate design



Toby Southgate, Independent, Former Worldwide CEO, Brand Union
@tobyrolla

Toby is an international brand strategy and communications consultant. Toby has established and expanded agency operations in the Americas, Continental Europe, and MENA, both for independents and multinational holding group OpCo's, including cross-border and cross-category M&A activity. Toby has extensive leadership experience at client relationship and agency management levels, across geographies and sectors. He is at ease fronting senior relationships with global, cross-network clients and partners. He has led strategic engagements with clients ranging from global brand owners and international corporations, to senior-level government stakeholders and national leadership.

Toby is adept at leveraging knowledge across a wide range of international legal and commercial environments. He is fluent in contemporary brand communications strategies, international agency operations, network integration, and agency leadership. His specialities include strategic brand and communications consultancy; winning, developing, and leading global business and long-term client relationships.