

# INSPIRING INNOVATION: ADVANCED CREATIVE MARKETING

18 February 2019 🌐 Renaissance Bangkok



“Creativity Can Be the Catalyst for Change. But Motivating Teams to Actively Search for That Spark of Inspiration Can Be A Big Challenge”

## COURSE HIGHLIGHTS

### REQUIREMENTS

- ✓ YOU need to have a Hunger to Learn!
- ✓ YOU need to be familiar with Digital Marketing
- ✓ YOU are expected to be Creative!

- ❖ How To Make IDEAS That Make Other People Jealous Of You
- ❖ CREATIVITY Is My Weapon
- ❖ High-Impact CONTENT Strategy
- ❖ DIGITAL Content Storytelling
- ❖ Creative Marketing WORKSHOP
- ❖ How To Give A GREAT PRESENTATION?

พลาดไม่ได้

**CASE STUDY: CREATIVE MARKETING IDEAS** ทั้งหมด เกิดจากการผจญภัยไปเจาะลึกธุรกิจ  
ไอเดียทั่วโลก ที่ค้นหาไม่ได้จากใน Google หรือบนโลกออนไลน์ มีเฉพาะในหลักสูตรนี้เท่านั้น

## COURSE TRAINER

Prior to his current role, he was Creative Marketing Director at GM Multimedia LTD. He also spent time at Leo Burnett Thailand as a Creative Director, Dentsu Young & Rubicam (Thailand), and TBWA (Thailand). He is a columnist in BrandAge Magazine (Thailand) and the writer of several publishing such as Brand Portfolio Strategy, Advertising Design in New York (Best seller), Idea on the Road (Best Seller) and etc.

### AWARDS

- Best of Show, Creative Branding, The Art Director Club, Ny (A.D.C)
- Best of Show One Show Awards, New York, 2003
- Best of The Best Bad Awards 1994,1995,1996,1997
- Media Festival Award 2014
- Gold Ad Festival 2000
- Gold New York Festival 1999
- Gold Tact Awards 1994,1995,1996,1999,2000
- Cristal Festival Award 2014



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