




8 Steps to Capture Creativity

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2. Select **Tradeshows** from the  menu bar on the left
3. Select **Expo East**
4. Select the **Schedule** icon → **Education** tab
5. Select this session's title → Tap the **Rate & Review** area
6. *Select stars to rate the session (5 is excellent)*
7. Be sure to provide comments

****Automatically Entered Into A Raffle To Win A Bulova Watch****
One winner selected on Tuesday & one on Wednesday




BULOVA



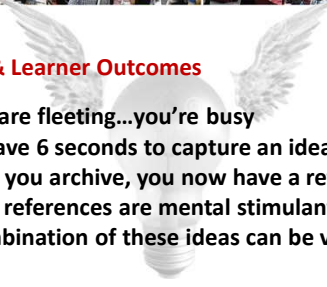
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Introduction & Learner Outcomes

- Ideas are fleeting...you're busy
- You have 6 seconds to capture an idea
- When you archive, you now have a reference
- These references are mental stimulants
- A combination of these ideas can be volatile



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How do you currently capture your ideas?



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Let's talk about CREATIVITY



Who's Creative?

What is a creative idea?
 Is creativity important today?
 How do you unlock yours?

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Change Your Perception,
"Get Comfortable with Being Uncomfortable"
~ Seth Godin



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Let's Review MY 8 Steps



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Creative Marketing Journal

A journal is designed to help you archive your ideas, one spot, one place to pool your concepts and thoughts to use in the future to stimulate your creative juices!



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Sketching Your Concept

You needn't be an artist or illustrator, but rough sketches will help bring the concept to life! **It's Your Blueprint**

Disruptive Marketing

- Hot
- Seasonal
- Targeted
- Relevant
- Adaptable

GENERATE LEADS
ATTRACTING MEMBERS
REPAIRING GAPS

WE CAN PROMOTE THEM!

Sponsoring Media

Research

Leads

Members

Prospects

WE EMPOWER - CREATE - SOLIDIFY

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From Concept to Final Project

“Apples to Oranges”

Visual... it's easier for me to bring a campaign to life by sketching it out and drafting my thoughts...you'll catch things during this process...

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“Thanks for Pencil Me In...”

The impetus for the Award-Winning PMI Campaign began here!

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From Concept to Final Project

“Flexible, Far-Reaching”


- Average 70%+ Appointment Rate
- Over 7,000+ sent to date
- Some clients have begun using these

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Uncovering the Opportunity

Detailed Questioning
Without detailed questioning, you will never be able to define and uncover the right direction; do this for your personal marketing and client marketing efforts.

Target Audience:	Target Audience: - who are you trying to attract? Be specific, you need to include demographic information, gender, age, income, education etc.
Key Message:	Key Message: - how do you want to be understood? What two to three key "truths" that would help drive and propel the message forward - dig down deep.
Key Benefits:	Key Benefits: - what specifically is in it for the target audience? It could be the time, stress or that they thought that will benefit the audience - i.e. Measured results.
Background:	Background: - what is the competitive background? Strengths, weaknesses, opportunities, threats - also include market realities, obstacles - who are the real competitors, market share percentages.
Communication:	Communication Channels: - what types of media have been used in the past? Logos, headlines, colors. Look for consistency in the branding, compare the website to the other media or collateral used.
Project Time-Line:	Project Time-Line: - indicate major milestones such as project start date, length of campaign, completion date, and any other critical dates.
Anticipated Budget:	Anticipated Budget: - Careful! Don't program-hike yourself into. Take into consideration "Gut" BUD and all relative costs associated with the campaign - you may need to come back to this after time.
Other:	Other: - add any additional key information that you feel relevant that was not covered under the above items. An example might be a directed note to the Partner or message through personal, corporate, fax, service or contractor - or a combination.

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Additional Details

- Contact:**
Phone:
Email:
- Project Name**
Recorder Journalist at www.cliffquicksell.net
- Questions:**


The **Contact, Phone & Email** section is just that; this section is imperative. Having the correct contact name, their phone number & extension, along with a viable email address is a must. In addition, you may want to also find out from the client the most appropriate method and time(s) they can be reached.

The **Project Name** giving your program/campaign or your client's program/campaign a name gives it life! It puts "legs" on a concept and gives it a purpose. Remember, this is about capturing thoughts, you can always make changes!

Questions are the single most critical element in the design and creation of any creative marketing program - regardless if your project is for self-promotion or for a client - questions are critical. Think deep and ask good questions that will help unlock opportunities and will establish you as a very credible resource. Be sure to prepare in advance, do your homework and NEVER begin a project until you've asked questions - be prepared.

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- Meeting Comments:**
- Vendor Notes:**
- Prospective Vendors**

Use **Meeting Comments** during the client meeting or while you are contemplating your next promotion by yourself or with other staff members several points; high-points will come up - it is important to be very attentive as to what you are hearing - write down, tidbits, descriptive words, ideas and concepts. Each of these little nuggets can be and are often times the nucleus of incredible ideas.

Use **Vendor Notes** to maximize the creativity of your program - involve the creative synergy of your suppliers - this too is critical. Make sure you partner with suppliers of like mind, those that are engaging and open-minded. Discuss the program in depth with them, solicit their feedback, technical and creative feedback. Good suppliers bring an incredible vantage point that will help tighten up the campaign.

The **Prospective Vendors** section is just that; if a vendor comes to mind that you feel would help make the program better or if you remember something you've seen at a particular vendors booth, in their catalog or website - write it down, jot your self a note.

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Last Bit of Detail

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Time

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Event Date: / /

Venue:

Other:

Record your Time. It's valuable! If you truly want to know what the costs of developing your program campaign, then you **MUST** record your time. If you have not established what your hourly rate is for creativity, then this process will make you see what it takes (financially) to complete a project. As a baseline, and again, if you haven't established a cost start with \$100.00 per hour - every time you pick up this journal and devote anytime to the project write it down. At the end, tally the hours and multiply by \$100.00 - that's what you should be charging your client - in this way, you can adequately measure the true R.O.I. and R.O.O. of a campaign. **TIME IS YOUR MOST VALUABLE ASSET!**

This is VERY important

Event or Start Date - give yourself a time frame from which you will launch your campaign; this can change as can all aspects of your idea... that's why we've provide a pencil- you can make changes. **Venue** - where will your campaign take place; hometown, Nashville, Vegas, regional nationally? **Other** - anything else that is germane and relevant to event date, venue etc. - remember the more information you have the more thorough your idea and the greater the chance of success.

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PLAY

Doodle, Design, Build, Tweak, Have Fun

Archive Your Notes For Future Use

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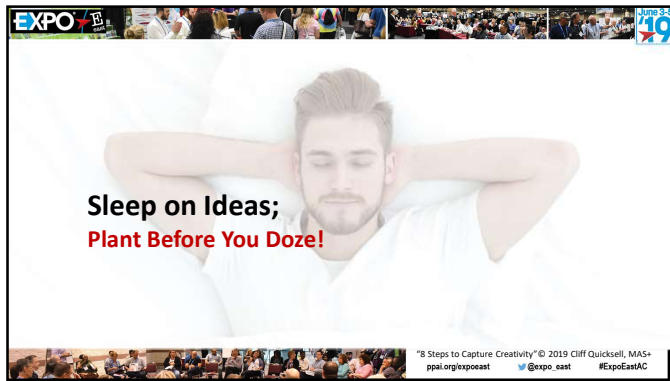
Discovery, Research, Listen & Verify

Where I get my creative juices flowing...

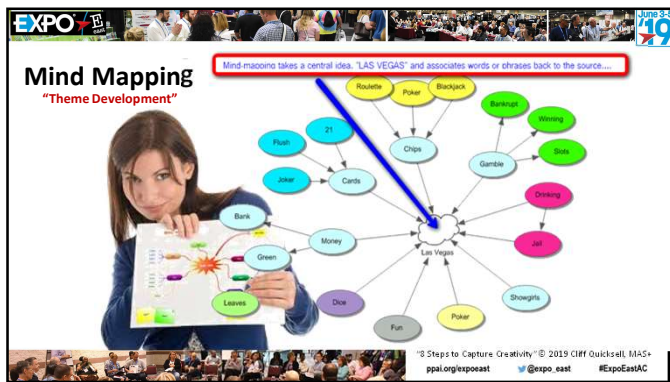
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Smart Words

A penny for your thoughts
A way of asking what someone is thinking

There's no such thing as a free lunch

Ball is in your court
It is up to you to make the next decision or step

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Final Thoughts & Questions

- ✓ It's important to capture your thoughts, "six seconds"
- ✓ Regardless of scope or depth, archive
- ✓ All ideas are the nucleus for opportunities
- ✓ Ideas are nothing more than brain stimulators
- ✓ Overtime you will have hundreds of ideas; Those hundreds, when combined with others, become thousands.

NO IDEA IS DUMB!

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Reminder

...More Education This Week, with Cliff Quicksell, MAS+

"Creative Relevance With Self-Promotions"

Wednesday, June 5th, 10:15 AM to 11:15 AM
Show Floor Stage Education Area, Level 2

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Speaker's Contact Info

About Cliff Quicksell, MAS+

Having been a distributor owner for over 16 years, current Vice President of Affiliate Marketing & Business Development for the 180+ million-dollar promotional marketing firm iPKOMOTEu and launching two successful supplier companies from ground zero, Cliff now takes and shares that 38 plus years of knowledge and expertise as a consultant, business coach and trainer. He provides personal one-on-one or group coaching & training. Regardless of your needs or circumstances, he understands your challenges – he is available by phone or in person for one-on-one hourly consultation or should you need more time, longer contracts can be arranged. Sign up for Cliff's Weekly BLOG "30 Seconds to Greatness"



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8 Steps To Capture Your Creativity

So, you have a handful of ideas, which have been scribbled onto about 87 sticky notes that are stuck onto the walls or tucked away in your office. How do you store those ideas in one area, so you can reference back to them when you've hit a roadblock in a project? This workshop will introduce eight key steps designed to help you take your ideas and mold them into something tangible and useful. You have six seconds to capture an idea, and once it's gone, it's gone. Learn the techniques that will make you a marketing genius!



Please note Registration for education sessions does not guarantee a seat.

Expo East seats are all first-come first-served.



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