

Scottish Creative Academies

19th-21st September 2011: £1,950+VAT



What is the Scottish Creative Academy?

Great creative is a mix of insight, experience and magic. The Scottish Creative Academy is an intensive residential experience designed so that attendees can increase their creative abilities, advance their knowledge of the fundraising creative process and take away great creative work.

It is designed for you, so you can make a lot more money out of your next, and subsequent, fundraising appeals. The most recent similar project in 2009 resulted in a medium-sized charity doubling its appeals income immediately.

Alan Clayton and Ken Burnett are two of the most successful creative directors in the fundraising world. They are both Scots, and both have long held a desire to work in Scotland. Over the years this has been difficult as their London based agencies (Cascaid and Burnett Associates) carried high South East overheads which made pricing for the Scottish market impossible. Now, working as individual consultants with a specialised venue and a cleverly designed programme, they can offer their experience of creative and group work with clients at a fraction of previous 'high maintenance' costs.

Consider this: Imagine getting a creative concept and draft copy, two solid days of creative training and immersion, access to forty years creative experience across over 200 charity clients worldwide and renewed invigoration for great creative. Now imagine getting all this for one-sixth of the cost of a single agency creative treatment.

Over the years, Alan and Ken have pioneered and perfected the "working with the client" approach to

creative development. It is this mix of professional creative directors working with clients individually and in groups that produces the best results, that makes this Academy work. There will be a mix of seminars, creative development sessions, group work and analysis in a packed schedule bringing together innovation, experience and creative insight. You can expect to be challenged, driven and inspired.

The Academy is strictly limited to twelve attendees to ensure quality, openness, one-to-one attention and intensity.

Who should attend the Academy?

Anybody who would benefit from using great creative to drive appeals. Possibly:

- Directors of fundraising
- Trustees with fundraising responsibility
- Appeals managers
- Heads of direct marketing
- In house creative or communications staff
- A sole fundraiser or the CEO from a smaller organisation
- This Academy is limited to representatives of Scottish charities or non-profit fundraising organisations.



'In my experience, the electric combination of group work, experience and creative talent produces the best results, every time. Working with the client is the best way.'
Alan Clayton

What will you get out of the Academy?

- A creative concept for a fundraising appeal that will increase your income.
- The Academy is scheduled for September so you can use it to focus on and generate ground-breaking ideas for your Christmas appeal if you wish. That's just one way to use this event to get the biggest bang for your bucks.
- Draft copy for the same appeal.
- An insight into how agency creative directors sprinkle magic on the creative process.
- Exposure to 40 years experience and knowledge gained from working at the sharp edge with over 200 fundraising clients.
- Increased knowledge of the creative process.
- Enhanced creative skills.
- The ability to take your new knowledge back and spread it throughout your organisation.
- A great deal of inspiration.
- A huge selection of new ideas to drive your fundraising forward.

When is the Academy?

Starts: 19th September 2011

Finishes: 21st September 2011

Where is the Academy?

The Inch Hotel, Fort Augustus, Loch Ness.

To really concentrate on something important, we believe it is vital to get away from the hustle and bustle of the working day, to set your emotional and creative being free and really focus the mind. A mind focuses best when it is set free, so this country house and its inspiring location is just right for getting the best out of you.

For more information see www.inchhotel.com The hotel has wi-fi, so bring your laptop if you want.



'When the story is brilliantly written, people are emotionally inspired to give more.'

Ken Burnett

How do I get there?

- You can drive (about three hours from Edinburgh or Glasgow)
- Driving directions at www.inchhotel.com
- You can get the train to Inverness or Fort William.

What is the cost?

- The cost per delegate is £1,950 + VAT

All accommodation, meals, seminars and sessions are included. As long as you can get yourself there, and bring a few quid for a drink if you like, everything else is within the price.

NB Graphic design is not included, of course, but all the exposure, education, group work and skills training are, above and beyond the development of specific concept and copy. That's why this is called an Academy.

What do I need to do now?

- Email alan.bird@claytonburnett.com to confirm you are coming.
- We will simply send you an invoice and, when this is paid, your place is confirmed.
- Book your transport.
- If you are driving, please let us know your expected time of arrival.
- If you are coming by train, please let us know where and when you will be arriving and we will arrange your transfer to the Inch Hotel.

Advance preparation

The more you put in, the more you get out.

Therefore, in advance of the Academy, you will be asked to:

- Prepare a briefing pack to be emailed to Alan, Ken and other delegates
- Prepare a ten minute presentation of your cause, organisation and an appeal brief.

Contact details

Please contact Alan with any enquiries:

Email: alan.bird@claytonburnett.com
Mobile: 07818 675 007
Web: www.claytonburnett.com
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The Academy Programme

In order to optimise one to one time, the programme may vary slightly from participant to participant.

Day One

Morning:	Travel	
1.00pm:	Lunch	
2.00pm:	Opening plenary:	The power of your creativity (Alan)
3.30pm:	Coffee	
4.00pm:	Introductions and brief:	Ten minutes to introduce your cause and appeal
5.30pm:	Group work:	Questions, clarifications and observations
6.30pm:	Break	
7.00pm:	Dinner	
8.00pm:	Group work (bar):	Feelings. What do donors want from me?

Day Two

7.30am:	Energiser:	A ten minute stroll to an awesome view
8.00am:	Breakfast	
9.00am:	Seminar:	The creative concept process (Alan)
9.30am:	Seminar:	Copy, stories and impact (Ken)
10.00am:	Creative group work:	Concept brainstorm - Split groups (one with Alan, one with Ken)
11.00am:	Coffee	
11.30am:	Creative group work:	Concept brainstorm - Split groups (one with Alan, one with Ken)
1.00pm:	Lunch	
2.00pm:	Group work:	One group. Define your concept.
3.00pm:	Seminar:	What makes your copy great? (Ken)
4.00pm:	Coffee	
4.30pm	Group work:	Copy discussions and note taking - Split groups (one with Alan, one with Ken)
6.30pm:	Break	
7.00pm:	Dinner	
8.00pm:	Group work (bar):	Drafting copy in small groups

Day Three

7.30 am:	Energiser:	Another wee wander to the viewpoint
8.00am:	Breakfast	
9.00am:	One to ones:	Refine your copy and one to ones with Alan or Ken
11.00am:	Coffee	
11.30am:	Presentations:	Present your appeal to the group
1.00pm:	Lunch	
2.00pm:	Closing plenary:	Creative genius you'll never forget (Alan & Ken)
3.00pm:	Finish	
Afternoon:	Travel	

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