

# Eurobest: Workshops boost quality lineup of content

LISBON, PORTUGAL: The European Festival of Creativity, Eurobest, taking place from 4-6 December in Lisbon, will see three days of outstanding content, themed around creative bravery, including four workshops that you should not miss.



(Image: Wikimedia Commons)

## Blunders - every brand makes them

Kicking off the programme will be author and journalist Rob Gray with his workshop, 'Great Brand Blunders: Learning from Epic Campaign Flops and Marketing Disasters'. Even the greatest brands make a mess of their marketing from time to time and in his eagerly awaited forthcoming book *Great Brand Blunders - The Worst Marketing and Social Media Meltdowns of All Time...and How to Avoid Your Own*, Rob Gray explores almost 200 examples of marketing misadventures spanning Europe, North America, South America, Asia, Africa and Australasia. This workshop, based on Rob's meticulous research for the book, takes a fun yet insightful look at the reasons behind some notable brand disasters and provides useful tips on steering clear of trouble. "I'm looking forward immensely to taking part in such a prominent, well-regarded event for Europe's talent-rich advertising industry. Given Eurobest's well-founded reputation for attracting the cream of creative talent, I'm sure my workshops will trigger plenty of intelligent discussion. And hopefully the odd laugh or two...in the interests of self-improvement, rather than Schadenfreude, of course," says Rob on his upcoming workshop.

## Talking brand experience

Next up, Tim Elliot and Tim Leighton from Jack Morton will host their session 'The Experience Brief'. They question, as the Information Age gives way to the Era of Engagement, what does it take to stop thinking communications campaign and start thinking brand experience? What should brands be asking of their agencies and what sorts of conversations do agencies need to start having with their clients? Speaking about their workshop, Tim Elliot says, "We're delighted to be part of Eurobest this year - escaping London in winter and soaking up all that creativity, what could be better. We're also delighted to have the opportunity to talk brand experience. In fact, everyone's talking about it, but does everyone know how to brief for it? Luckily we're running a workshop on just that topic." Jack Morton, one of the world's leading brand experience agencies, invites clients and agencies alike to a workshop all about understanding what it takes to craft a new type of brief: The Experience Brief.

## Christian on communications and music

Christian Mix-Linzer, CEO of Tracks & Fields, will focus his workshop on the use of music in creative communications. Using songs by real artists, from the super-obscure to the super-famous, is becoming increasingly popular with brands wanting to rise above the noise and distinguish themselves from their competitors. Bands are also looking at advertisers as a new way to reach audiences. But there are a number of challenges, from creative to legal to financial, that have to be overcome. A perfect band/brand fit can help turning consumers into fans, while a wrong turn and something can turn into embarrassment. This workshop will help attendees learn the most essential basics needed to get it right.

## Overman - renaissance man

Steve Overman, CEO & Founder of Match & Candle, will introduce participants to an innovation technique called Rapid Prototyping, a method that's deployed in the field of Industrial Design to quickly generate breakthrough product and service concepts, ideas and experiences. "As a global brand executive, I've experienced first-hand the distinctness and competency of every region around the world. Creatively, Europe stands tall; it's a fusion of ancient and futuristic. Europe is justifiably proud of its long history of international creative leadership, but I think it deserves to be the epicentre of forward-facing innovation. Why does that accolade always go to California? To me, Eurobest is the perfect place to catalyse a new European renaissance, where the worlds' toughest challenges and greatest opportunities can be re-created and remade. I can't wait to work with some of Europe's saviest creative talent, and redesign the system," comments Steve about his upcoming workshop. His dedicated trailer also offers a taster of what to expect during the session:

Workshops at Eurobest offer a hands-on experience with unique opportunities to broaden skillsets and boost ideas as experts lead one-hour crash courses across key creative areas. Each session will take place twice over Wednesday 4 and Thursday 5 December, once in the morning and once in the afternoon, allowing delegates to make the most of the packed content programme on offer. This year, Eurobest pays tribute to the São Jorge Cinema, home of the Festival for the last three years, with some speakers creating film posters as a way to announce their seminars. The posters can be viewed [here](#). Anyone wishing to be a part of Eurobest can register online at [www.eurobest.com](http://www.eurobest.com), where the full content programme can also be found.

### Key dates:

Delegate registration: Open

Late Entries: [entries@eurobest.com](mailto:entries@eurobest.com)

Festival dates: 4-6 December 2013, São Jorge Cinema

Eurobest Awards and After Party: 6 December 2013

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