

For Immediate Release



Workshop: Creativity for Ultimate Differentiation

Contact:
Kirsten Haas
Managing Director
607.760.7788
kahaas@libertywaves.com

ATLANTA, GEORGIA May 25, 2008 – Liberty Waves Marketing announces the availability of a professional development workshop targeted to stimulate creativity for the driest of disciplines. This workshop premiered at The Society For Marketing Professional Services (SMPS) '07 National Conference. Feedback from that session included:

"Extremely fun and interactive!"

"Inspiring"!

"Good content and strong message on the topic"

"Very energetic and entertaining"

"Best session I have attended"

"Super original!"

"Great energy!"

"High energy"

"Best session I attended this conference"

"Sparked imagination and creative thinking"

"Great seminar - very inspiring!"

"Awesome presentation - wanted to hear more. Best session at the conference"

Since that time, the workshop has undergone several revisions and now delivers an even more energizing punch.

About The Workshop

The word "creativity" became a big buzz word in the early half of this decade. Some embraced the possibilities creativity could generate while others made half hearted efforts in integrating creativity into the work place. The economy slowed and many firms suffered. Some that experimented with this "creative hype stuff" yielded mediocre results, and then the creativity craze fizzled.

Today, creativity is received with mixed reviews. New ideas are risky because they can backfire in areas including maintaining client trust, building credibility and fortifying a brand. People don't like change and creativity prompts changes that all parties may not be ready for.

More...



The truth is that in today's competitive and dynamic business environment, an organization either grows or it dies. Everyday, organizations face opportunities and threats that compel change and creativity has become a means for survival. Strategic reasons for turning to creativity include:

- Bringing new business
- Energizing staff (strengthen culture; attract talent)
- Increasing productivity
- Advancing positive mindset of being creative – which carries momentum
- Differentiating from competitors

This workshop was developed to explore creative opportunities for marketing professional services. The premise behind developing this program is a reconnection with the drivers of human nature. Human beings have core needs in areas including 1) being part of a community; 2) for ritual / celebration; 3) for ceremony; and 4) for security. Considering these needs in the context of working with internal clients and in developing end-products/services, creativity is explored as follows:

The Psychology of Creativity – How often do you hear the phrases “I’m just not the creative type?” “I don’t have time to be creative”, “Oh, you creative types.” There is no “type” for being creative. We are born creative and we all harbor some capacity to be creative—the means and degrees of being creative manifest themselves in different ways in different people. In defining creativity for this context, creativity is trouble shooting; solution-oriented mindsets that rise above barriers that would stop most people....creativity enables people to devise win-win solutions.

Collaboration & Self Leadership – Marketers routinely face the challenge of leading collaboration efforts with less than enthusiastic participants – from technical personnel and ultra-busy firm principals. Some align this with herding cats. Mere exercises to devise solutions for common tasks such as crafting a proposal strategy, identifying a theme for a trade show booth, or preparing a short list presentation, become manifested in power struggles, ego/one up-manship, and long unproductive meetings. Adding a creative spark to the collaborative effort may trigger more proactive collaborative work efforts. Understanding winning ways to present creative ideas is a key to buy-in, idea adaptation, and end success. Finally, appreciating how collaboration is an emotional process enables us to establish guidelines that will encourage the free flow of uninhibited ideas and avoid the pitfalls of idea suicide.

Motivation – Team leaders face the challenge of inspiring and motivating staff to be creative. The analogy of “The Box” comes to mind. While many grasp the phrase, “thinking outside the box”, some more modern management trends embrace the “the box” as a means to prompt creativity but within a set of guidelines and parameters. Creating within the box helps generate solutions while preserving fiscal accountability and compliance with the firm’s mission. The box is one way to motivate staff. We explore box parameters for effective marketing campaigns as well as uncover what types of triggers motivate people to respond to end marketing products.





Resources used to develop this workshop include the following:

WAVE UP YOUR CREATIVE GENIUS; Kurt Hanks & Jay Parry
GET WEIRD; 101 Innovative Ways to Make Your Company A Great Place To Work; John Putzier
HITTING THE SWEET SPOT: How Consumer Insights Can Inspire Better Marketing and Advertising; Lisa Fortini-Campbell, PhD
THE ARTIST'S WAY; Julia Cameron

Other

WEB COPY THAT SELLS: The Revolutionary Formula for Creating Killer Copy Every Time; Maria Veloso
THE COPY WORK SHOP WORKBOOK; Bruce Bendinger
DESIGN WORKSHOP; Robin Williams and John Tollett
STYLE GUIDE For Business and Technical Communication; Franklin Covey

About The Presenter

A marketer with 15 years experience in professional service marketing, Kirsten has spearheaded innovative tactics for various marketing efforts and played an instrumental role in tremendous organizational growth for two recent employers--growth in revenues, market share and work force.

In her "free" time, she writes and sculpts and has taken a number of creativity workshops in places such as Florence, Italy and Boulder, CO.

Kirsten has an MBA from Binghamton University (NY) and a BA in Communications with drama concentration from Muhlenberg College (PA). A native New Yorker, she has been in Atlanta, Georgia for the last 15 years.

About Liberty Waves Marketing

Liberty Waves Marketing (LWM) is a communications / public relations consulting company that specializes in the extraordinary. Since late 2006, LWM has served clients nationwide with miscellaneous marketing tasks. From proposal editing through preparation of short-list presentations, detailed marketing planning and research and devising sophisticated promotional programs, Liberty Waves tackles projects large and small. LWM is a growing woman-owned enterprise.

For more information, please contact Kirsten Haas at Liberty Waves phone email web info.

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