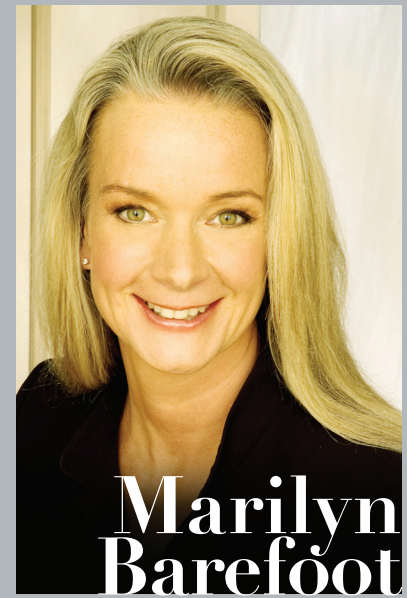




Brainstorming Sessions

That Will Knock Your Socks Off!



Marilyn Barefoot

Many of us have endured bad brainstorming sessions where the most frequent insight is: “That would never work” and the end result is: “Keep doing what we’re doing, only do it better, faster, or re-package it in a different colour”.

New ideas are like oxygen. They energize. They stimulate. They nourish. A brand is like the human body if you only breathe the air you just exhaled, you’ll perish.

But where do big ideas come from and how do you get them? How do you facilitate a highly engaging, creatively focused brainstorming session that people look forward to attending ... instead of dreading?

Through this high energy, hands-on session, delegates will learn and apply a number of unique brainstorming and facilitation techniques that will not only **knock your socks off**, but will guarantee that you achieve big ideas.

By attending this session delegates will learn:

A new ‘best in class’, scientifically proven process to facilitating and participating in successful brainstorming sessions - BigStorming®.







12 simple steps to incredibly big ideas... guaranteed.

Co-creation involving both agency and client partners is a powerful tool.

Every great team has a sparkplug, a unique energy source, an active ingredient... someone who helps to give the team a personality. For Barefoot Brainstorming, that someone is Marilyn Barefoot. Classically trained in tier one companies like Coca-Cola, McDonald’s, General Mills, Nike and Microsoft, Marilyn combines a wickedly smart and analytical brain with an intuitive gut.

A summa cum laude graduate from major advertising agencies like Vickers & Benson, Bozell Palmer Bonner, Cossette Communications and BBDO, Marilyn is obsessive about originality: A hands-on leader, Marilyn’s brainstorming sessions (trademarked as BigStorming®) have been known to cause blips on Doppler Weather Radar screens. Marilyn inspires teams to look at every client project as an opportunity to be different.

Marilyn Barefoot

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