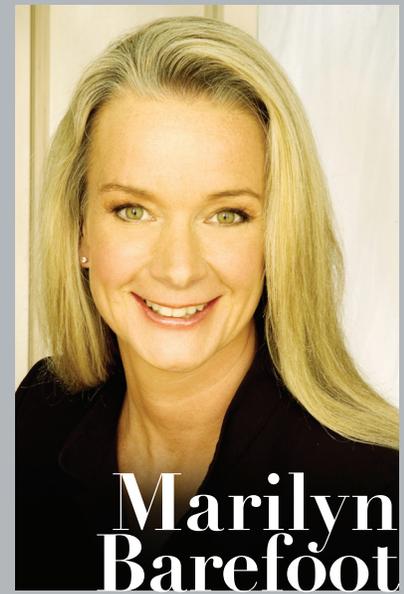




Brainstorming Sessions

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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