

Generating Innovative Content

**“Creativity is thinking up new things. Innovation is doing new things.”
— Theodore Levitt**

Dates & Venues

ITF short courses are run at venues around the U.K. For dates and locations visit the website or email bookings@indietrainingfund.com

All venues have disabled access

Cost

Fees are listed on the website indietrainingfund.com

Times

Register from: 9.45am
Session: **10am**-5.30pm

Max. attendees 10

Maximum of two delegates per company.

Eligibility

ITF courses in London are open to ITF members, Pact members and freelance industry professionals with two years proven work experience.

ITF courses supported by additional funding from national and regional agencies are open to industry professionals from the relevant region. Please note our courses are not suitable for students or new entrants.

More info

*Find out more about the Indie Training Fund and how to become a member: indietrainingfund.com

Creativity and innovation are essential – after all, being different is a major competitive advantage. This one-day workshop will give you the chance to explore a range of different techniques to unleash creativity – easy techniques that you will be able to use straight away on your own or with others. It also includes a unique introduction to an efficient process of innovation.

Content:

- Techniques to stimulate fresh ideas
- Looking for ideas in unexpected places, thinking beyond the obvious/out of the box
- Tips for brainstorming and lateral thinking
- The art and science of random thinking
- Putting ideas into action: from brainstorm to development
- Evaluating ideas: finding the unique selling point
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Who's it for?

Anyone involved in TV and digital media production who wants to enhance their creative thinking and generate ideas.

The tutor:

Pam Relton is one of the UK's leading media trainers. A member of the CIPD and a professionally qualified trainer and consultant, her clients include BBC Academy, ITV, Skillset, the Indie Training Fund, Endemol and other leading television companies. She also works internationally with professionals in film, scriptwriting, animation and cross-platform teams. Pam worked for the BBC for 15 years as a TV researcher and broadcast journalist, and was also part of the BBC's creative facilitation team. Her creativity workshops are designed to inspire both individuals and teams to generate fresh thinking and new ideas.

What they say:

'A real eye opener. I loved it' Paul Crompton, Steadfast TV Exec Producer
'Sharp and concise course delivered with good humour. Very enjoyable'
David Hetherington, Freelance Producer

Booking:

To find dates, prices & check availability visit indietrainingfund.com or contact bookings@indietrainingfund.com