

Free Evening Lecture Series on Advertising at Chelsea College of Art & Design – January to May 2012

The Short Courses Office at CCW is offering places on its evening advertising lecture series to all current University of the Arts London students!

The lecture series will be delivered by speakers pivotal in key aspects of the media, communications and advertising industries, those speakers experienced not only in European aspects of the subjects but leaders in their field internationally. Lectures include:

- Co-ordinating an international advertising campaign
- In your face”: Ambient, media, street marketing, gorilla marketing
- Brand Strategy
- The mobile Revolution
- Setting up an advertising agency
- 21st century advertising creativity: Award-winning work from the past decade and trends for the future

Lectures begin on 23 January 2012 and finish on 03 May 2012, starting at 6.30 pm in the evening and ending at 8.00 pm.

There will be a three-week break in the programme between the lecture of 14 March & that of 11 April.

There will be generally TWO evening lectures each week on the same theme.

All lectures will take place at Chelsea College of Art & Design – the specific location will be confirmed on booking.

UAL students studying design or any aspect of media, management, marketing, branding or advertising will find the lectures particularly relevant.

Lectures focus on contemporary and emerging issues and themes, concentrating on the current economic crisis and how this is affecting the creative industries and creative economy.

To balance this, the dramatic change in behaviour brought about by social networking will be closely examined, along with intellectual property rights and the veracity of the message in a virtual global medium.

How to Book

Places are free but booking is essential as places will be limited.

- Bookings must be made for **both** the lectures in a particular week (see attached programme)
- If you want to attend all the lectures (12 sessions over roughly three months) you must attend all these lectures, as otherwise places might be denied to other deserving UAL students.

Email Mary Kiely (m.kiely@chelsea.arts.ac.uk) with the following details:

- Date/s and title/s of lectures in the series in which you are interested
- Your full name
- Name of your University of the Arts London (UAL) College
- UAL Student ID number
- Name of course or courses you are taking at UAL
- Email address (UAL and/or your personal email address)
- Contact telephone number
- Please state whether you are a Home/EU or International student

Mary will inform you if your application has been successful, applications will be treated on a first come, first served basis.

Please note:

Please check with Blackboard (or via this source of information) for the FULL Programme to be published shortly

The attached programme, which commences on 23 January 2012, may be subject to slight change due to business pressures on key professional speakers

PROGRAMME SUMMARY – January to May 2012

Series on Advertising at Chelsea College of Art & Design

WEEK	Lecture Date/s	Speech Title
01_A	23rd January	PROGRAMME INTRODUCTION
01_B	23rd January	How the economic crises has impacted the Global Advertising Industry "right now: zeitgeist of creative communications"
01_C	25th January	How the economic crises has impacted the Global Advertising Industry Creative Innovation in balance with Creative Economies?
02A	30th January	Co-ordinating international advertising campaigns
02B	1st February	Co-ordinating international advertising campaigns
03A	6th February	The mobile revolution (1)
03B	8th February	The mobile revolution (2)
04_A	13th February	In your face: Ambient, media, street marketing, guerilla marketing (1)
04_B	16th February	In your face: Ambient, media, street marketing, guerilla marketing (2)
05_A	20th February	Controlling brand image in a world of active consumers
05_B	22nd February	Interim Programme Review
06_A	27th February	Communication on ethical issues (1)
06_B	29th February	Communication on ethical issues(2)

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WEEK	Lecture Date/s	Speech Title
07_A	5th March	Setting up an agency: Agency 101
07_B	7th March	Setting up an agency: "CultureLabel.com"
08_A	12th March	The impact of digitalization of outdoor/out of home in the UK
08_B	14th March	How does Advertising evolve with New Media?
	▲ Break Weeks ▼	BREAK WEEKS
09_A	11th April	Hotshops versus global networks for international advertising (2)
09_B	12th April	Hotshops versus global networks for international advertising (1)
10A	16th April	From Acapulco to Zhengzou Advertising trends and investments in the BRIMC countries (1)
10B	19th April	From Acapulco to Zhengzou Advertising trends and investments in the BRIMC countries (2)
11_A	23rd April	Brand Strategy
11_B	25th April	Brand Strategy
12_A	30th April	21st century advertising creativity Award-winning work from the past decade and trends for the future (1)
12_B	3rd May	21st century advertising creativity Award-winning work from the past decade and trends for the future (2) PROGRAMME CONCLUSION, OVERVIEW & ANALYSIS