



21 Effective Brainstorming Techniques

HOW TO GET BETTER IDEAS IN LESS TIME?

November 8, 2019 | Marriott Hotel - Islamabad | 9:30 am – 5:00 pm

PROGRAM OVERVIEW

In the dynamic business world of today you need to come up with better ideas in less time to stay ahead of your game.

- **Better ideas for innovation** within your company
- **Better ideas on effective marketing** of your product
- **Better ideas for sales** in a new market or target group

Many of us have experience with brainstorming. But often this process doesn't lead to satisfaction and the energy needed to get the right idea towards a successful execution. The Effective Brainstorming Technique workshop will provide you 21 concrete tools for creating and selecting better ideas.

Join the **over 2.000 business professionals** worldwide who have been participant in this highly rewarded workshop to get more creativity and innovation in your business DNA.

LEARNING OBJECTIVES

- **LEARN** more about the way brains work in the process of creativity, innovation and creating ideas;
- **UNDERSTAND** the 21 diverge & converge brainstorming techniques;
- **BE ABLE** to set up and direct effective brainstorming sessions;
- **ENABLE** to get better ideas in less time for yourself, your team and your company.

WHO SHOULD ATTEND?

- **Management professionals** who want their teams to come up with the right answers on creativity and innovation.
- **Marketing professionals** who like to come up with better ideas on effective marketing.
- **Creative professionals** who strive for original ideas and more effective execution of their ideas.
- **Sales professionals** who are searching for creative and innovative ways to approach their target groups.



Course Facilitator

Dave Nelissen

Speaker on Creativity & Innovation

- Former captain Royal Dutch Marines.
- Working in media & communication since 1994 (JCDecaux, Radio 538, Endemol, Talpa, WPP).
- Specializes in media, sales & marketing and brands.
- Travelled across the globe to train hundreds of employees of WPP.



021-34547141, 34520093, 34536306 | info@octara.com | www.octara.com

octara
A TCS Company
Trainings | Consultancy | Digital Transformation

