7th September 2017
Allan Walters Building
University of Birmingham

Everyday Creativity & Communication

How can companies use metaphor to make their advertising more effective? Why does an advert go viral? How does language shape thought? Can creative thinking get you out of a communication crisis? If you like to think outside the box, come join us in this interactive one-day workshop to explore this and other issues with academics and professionals. Breakfast, lunch & refreshments provided + pizza party at the end of the day!

REGISTRATION IS ESSENTIAL!
www.everydaycreativitycommunication.wordpress.com

7.30-9.30
RISE & SHINE
Business-relevant presentations plus networking time for companies and academics. Breakfast & refreshments included!

10.00 – 13.00
HOW DOES CREATIVITY WORK?
A series of interactive discussions with academics working on creativity in different forms of communication
- J Littlemore & P Sobrino (UoB): Figurative Language in a Global Market
- M Bolognessi (Metaphor Lab): Advertising non-tangible products using visual metaphors
- Christian Burgers (VU Amsterdam): Creativity in Figurative Frames
- Matteo Fuoli (UoB): Trust management strategies in business discourse

14.00 – 16.30
ALL HANDS ON DECK!
Choose one of the three hands-on workshops in each session to explore how creativity works.

SESSION 1
- J Littlemore & P Sobrino (UoB): Advertising around the world
- D Houghton (UoB): Advertising efficacy, word-of-mouth and viral marketing
- M Bolognessi (Metaphor Lab): Metaphorical brains at play

SESSION 2
- B Winter & P Sobrino (UoB): Tasting with your ears: sound symbolism in advertising
- Christian Burgers (VU Amsterdam): How creative is your metaphorical thinking?
- Matteo Fuoli (UoB): Testing the persuasiveness of business communication