



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

RISE & SHINE

7.30-9.30

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

HOW DOES CREATIVITY WORK?

10 – 13

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 Bolognissi (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*

ALL HANDS ON DECK!

14 – 16.30

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 Bolognissi (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*