

# Developing Creative Content

## \* In New Media \*



Is your creativity turning stale or are you facing the dangers of 'train-track' thinking?

**Our creative thinking tool is what you need!**

This two-day interactive workshop helps you learn how to incorporate creativity into your work and apply them to the New Media environment.

**What are you waiting for?**

**Sign up at [esma.sg](http://esma.sg) and unleash your creative potential today!**



**Who should attend?**

**All media professionals and students**

**Course will cover**

- Methods that encourage creativity
- How creativity may occur
- Attitudes that affect creativity
- Physical factors affecting creativity
- Criteria for analysing new ideas
- Impact of media production culture and organizational workflow on creativity in the workplace
- Develop new ideas and turning them to actions



**Trainers' profile \***

Jonathan Halls is Principal of Jonathan Halls & Associates and Founder/ President of Talkshow Media LLC. He is also a professor at George Washington University in Washington, DC. He used to head up the BBC's Production Training Department where he was responsible for the corporation's prestigious multimillion dollar training operation for television, radio and new media. He led 50 staff and 200 contractors.

Prior to this, he ran the corporation's New Media Training Unit during which time he introduced competency based curricula across all courses, professionally published textbooks and rigorous design methodologies that are still used today.

Jonathan designed and introduced the BBC's Developing Creative Content in New Media workshop which still runs today. Jonathan is actively involved in the American Society for Training & Development (ASTD) and has both a Masters and Bachelors in Adult Learning from the University of Technology Sydney. He was on the program advisory committee for ASTD's International Conference and Expo (2006 & 2007) and ASTD's TechKnowledge (2010) conference.



**Course Details**

Course date: 10th & 11th March 2010

Time: 9.30am - 5.30pm

Venue: Singapore Media Academy  
30 Merchant Road  
Riverside Point #04-13  
Singapore (058282)

**Course fee (GST exclusive):**

Full Fee: \$1,500

**For Singapore Citizens and**

**Permanent Residents: \$450**

Organized by:



singapore media academy

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For more information:

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