



# AI for Creatives Mini Lab

Learn how to use AI to go from brief to concept, faster and on-brand, with this half day, hands-on sprint.

LEVEL 2



25 participants



Virtual or F2F



4 hours



## Why do you need this?

Most creative teams use AI every day, but few have a reliable way to speed up work without sacrificing quality.

This workshop is a structured, hands-on sprint that moves through the full creative process, from ideation to mockups to copy.

Using example briefs, you'll develop the skills to build pitch-ready concepts, explore visual and brand-voice directions, and leave with a clear plan to pilot 2-3 new AI-enabled workflows immediately.

## Business Outcomes

- Reduce time from brief to first concept.
- Improve consistency and brand safety when using AI.
- Increase creative output without increasing team workload.
- Strengthen the team's ability to add value in client conversations.

## By the end of this program you will:

1. Accelerate concepting and ideation with AI.
2. Stress test your concepts with AI as a thinking and feedback partner.
3. Build brand safe prompts for exploring different variations.
4. Learn how to localise and adapt content at scale.

# 2.8 hours

Average time saving per participant, per week after being on this program.

## How it works

- A half-day workshop that takes you through essential AI workflows for creatives.
- Available virtual or face-to-face depending on your team, budget, and learning preferences.
- Two expert facilitators to guide you through with tips, tricks, and examples.
- Hand-on activities designed specifically for creatives, using your company authorized tools and tech.
- Includes a takeaway playbook and simple frameworks to repeat the processes and discussions.
- Adapted to your company's AI maturity and specific industry / client requirements.

## Next day impact

After this half-day session your creatives will be ready to use the AI tips, tricks, and workflows they learned immediately in their work.



"Really interactive and fascinating. Made it feel much less overwhelming as a subject. Good use of examples and practical applications"

**Martha Burley, Pan Macmillan**

## Programme Breakdown



### Intro to AI-Powered Creative

Overview of how AI assistants and tools are supporting the work of creatives. Set the culture for doing, reflecting, and learning.

### Module 1: Ideation and Concepting

Rapidly generate multiple pitch-ready concepts using AI to accelerate creative exploration and stress test your concepts.

### Module 2: Visual Direction

Turn concepts into 2-3 moodboards and pick a single visual direction that is on-brand. Test your work against data and insights.

### Module 3: Mockups and Prototyping

Produce two pitch-ready mockups and a short prototype video to learn how to prompt these tools for maximum creative control.

### Module 4: Copy and Brand Voice

Create persona-targeted copy variants and a brand-voice prompt template to ensure consistent messaging across executions.

### Module 5: Personal Action Plan

Choose 2-3 concrete creative tasks and define exactly which AI helpers you'll use in the future, when and how you'll judge success.

### Wrap-up

Recap the topics we covered today. Final time for Q&A. Share the final survey which unlocks the *Playbook* takeaway.

### Takeaways

*AI Playbook for Creatives* with examples and templates. Simple personal action plan with 2-3 workflows to pilot.



# Building AI Agents for Creatives

Build and deploy AI agents that can turbocharge concepting, content and campaign execution.

LEVEL 3



25 participants



Virtual or F2F



2x 4 hours



## Why do you need this?

Too much value is lost to manual coordination of routine work, and teams don't yet have the skills to automate it.

This hands-on workshop helps solve these problems by teaching how to design, build and deploy real AI agents for every day creative tasks.

Your teams leave with a working agent prototype, a clear view of what it takes to scale, and a clearer direction forward.

## Business Outcomes

- Offload repetitive creative work to AI agents.
- Remove bottlenecks in critical workflows.
- Boost team productivity and speed.
- Turn internal knowledge into automated action.
- Integrate agents into your existing tools.
- Gain an edge over competitors.

## By the end of this program you will

1. Understand the capabilities and limitations of AI agents.
2. Identify and prioritize high-value AI agent use cases for creative work.
3. Design and build a working AI agent prototype using your authorized tools.
4. Leave with a clear plan for building and scaling AI Agents in your creative team.

**82%** of participants said that they felt more comfortable working with technical teams on building agents.

## How it works

- Structured workflow that takes you from idea to deployment of an AI Agent in your creative team.
- Two expert facilitators to guide you through with tips, tricks, and examples.
- Hand-on activities using your company authorized tools (Copilot, Claude, Lovable etc).
- Application task between sessions to embed practice into your work.
- Includes a takeaway prompt pack and simple frameworks to repeat the process.
- Adapted to your AI maturity and industry.

## Application Task

Participants work in small groups to build **Creative Concept Development Agents** that can, for example:

- Ingest a client brief, brand guidelines, tone of voice, and past examples, clarify gaps and flag ambiguities,
- Generate multiple on-brand concept directions with explanations and suggestions for next steps.
- Stress-test concepts against briefs, audiences and brand constraints.

## Learner Journey



### Part 1: Design & Build (4 hours)

#### 1. Intro to AI Agents

Learn what AI agents are, where they deliver value, and how they differ from AI Assistants. Introduce the 'creatives' brief we will work on.

#### 2. Define your Agent

Map your creative workflows to come up with high impact ideas. Then create a clear agent use case and map out its scope, role, etc.

#### 3. Give your Agent A Brain

Ground your agent in relevant agency and client knowledge. Give it brand guidelines, briefs, image libraries and reference assets.

#### 4. Give your Agent Tools

Connect your agent to creative tools and systems. Define triggers, actions, and workflows so the agent can take action.

### Part 2: Optimize & Deploy (4 hours)

#### 5. Rebuild your Agent

Take feedback from testing with your team and peers, and run through the agent build process again, refining and improving.

#### 6. Test and Optimize your Agent

Test your agent against realistic scenarios then finalise its prompts, rules, and guardrails to improve reliability and performance.

#### 7. Live Demos

Demo your working agents to the group. Reflect and share lessons learned. Get extra power user tips from the expert facilitators.

#### 8. Roadmap

Identify your next priority agent opportunities and define a clear, practical plan for piloting and scaling agents in your creative team.