'A whirlwind of information, learning, networking and socialising'
Hannah Javid, class of 2017
@DMA Talent
#CreativeDataAcademy
Why a career in data?

Data is the world’s most valuable resource, so why wouldn’t you want to work in one of the fastest growing industries?

The data and marketing industry is evolving at lightening speed, which means there’s constantly new roles and opportunities emerging. For those with the right skills, that means fantastic prospects, fast career progression and the opportunity to work on exciting new ideas.

Data isn’t just about numbers; it’s about spotting patterns and trends, and you can work with tech, creative and content.

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What is Creative Data?

To put it simply, it’s a programme we created to address the shortage in data specialist skills in the industry.

We do this by:

- Demonstrating how your skills can be used to tackle data issues through tasks/workshops
- Showcasing the variety of job roles available in data and marketing (as well as preparing you for applications and interviews)
- Helping you discover what role you’d be best suited to by inviting a variety of industry experts to offer advice and guidance
### Creative Data Academy (3 days)

**What is it?**
A 3 day immersive academy that will provide you with an in-depth insight into the roles available in data and marketing. Through talks, workshops, an agency visit and networking event, you’ll come away with more confidence about the direction you want to head.

**Where and when?**
- Birmingham: 26 – 28 March
- London: 4 – 6 April
- Edinburgh: 26 – 28 June

**Is there a cost?**
£300 per place which covers all accommodation, food and material costs. **There’s a bursary available that will cover the entire cost which includes 2 nights’ accommodation and all meals. Don’t think you’ll qualify? Our bursary scheme is very different to the conventional bursary system as the only qualifying requirement you need to meet is having a passion for data!**

### Creative Data Laboratory (1 day)

These are brand new for 2018 and will follow the format of a hackathon. You’ll be split into groups and will put your skills to the test to tackle a brief set by an exciting brand using a set of their data.

**Where and when?**
London, Southampton, Bristol, Cardiff, Manchester, Leeds, Newcastle, Glasgow. Spring 2018 – dates TBC.

**Is there a cost?**
Free to attend – lunch is included.

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**Applications close for the academies & laboratories on 31 January 2018.**
Where could you end up?
Our graduates have gone onto some fantastic roles in great companies. Here's just a handful...

Job roles...
- Insight and Data Visualisation Consultant
- Audit Associate
- Planners/strategists
- Qualitative Analyst
- Data Scientist
- Marketing Assistant/Executive
- Big Data Analytics
- Ad Tech & Performance Manager
- Account Management

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The Creative Data programme would not be possible without the support of its sponsors. This year, the programme is being sponsored by:

1. DataIQ
2. Global
3. REaD Group
4. DM Trust

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Meet some of our ex-students

Andrea Baroni, Insight Analyst, REaD Group

I’m now a data analyst at REaD Group. I first met my current boss and a few colleagues at last year’s networking event organised by the Creative Data Academy at The Economist offices. I have kept in touch with some of the other attendees and can confidently say that the seed of a relationship planted at the Academy often turn into a job offer.

Emma Gregory, Junior Data Strategist, Wunderman UK

One of my biggest learnings was definitely understanding how much of a role data plays in every business; especially being able to understand how brands use data to create worldwide campaigns. I also learnt about the values of data segmentation, and that knowing who your customer base is, is absolutely vital for a successful campaign.
Sold?

To apply for the 3-day Creative Data Academy click here
To apply for one of our 1-day hackathon style laboratories click here

Applications close on 31 January 2018.

Follow us @DMATalent for all our latest news and updates on all our upcoming events.

If you have any questions, get in contact with us at dmatalent@theidm.com or call us on 020 8977 5705.

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