

Getting It Right On The Night

The Big Book Crit is your chance to shine.

You'll be meeting Creative Directors who may well be in the position to offer you a job, a placement, or put you in touch with someone who can. They'll also be giving you the benefit of their experience and helping you knock your book into shape. Given the importance of this opportunity, it's vital that you get as much out of it as you can. Good creatives are great at spotting an opportunity and making the most of it. This will be one of those occasions.

1. **Make sure your book's as good as it can be.** Your six best campaigns. Best work first. A short précis of the brief at the front, and if you feel it's necessary, a short creative rationale. Make sure each execution is clearly labeled (press ad / Facebook post / adshell / radio script etc.). If you need to add any additional notes, keep them short. In the future, there's a good chance you won't be there to explain your work – so make sure it's self explanatory. Because if it doesn't make immediate sense, the CD will just turn the page. These are busy people.
2. **Advertising isn't just about ads.** To show the breadth of your talent, and improve your chances of getting a job, take your campaigns into different channels – mobile, social, experiential, direct mail... The Holy Grail of creativity is showing that you can come up with a great idea and really run with it.
3. **Want to be a copywriter?** Dazzle with your literary leanings. Any written work that shows your talent with words is worth including as an appendix. This could be an article you've written, a short story, or even something from your blog. It's one more way of showing off your writing skills, and helping you stand out from the crowd. But don't worry if you haven't got anything like this, just make sure that all the spelling, punctuation and grammar in your book is up to scratch. You'd be amazed how often it isn't.
4. **Want to be an art director?** Show that you've got an eye. An eye for type, design, photography, whatever. If you've got some examples of work that you can stick in the back of your book to show off these skills, then get it in there. And if you haven't, don't sweat. Just make sure that the work in your book looks as good as it can (and that *doesn't* mean spending hours on a Mac...).
5. **Know who you're meeting.** It's much easier to build a rapport with someone you know a bit about. Where they've worked, what awards they've won, what new business their agency has won, what awards their agency has won...
6. **Contacts, contacts, contacts.** Our industry is all about who you know, so start filling your little Black Book ASAP. Make sure and get the details of every CD who is there – business card, email address, twitter handle, blog... Get LinkedIn with them. And if you don't have a LinkedIn profile, create one - sharpish. Also, don't be afraid to ask the CDs to recommend other creatives you should get in touch with. But remember, simply collecting this information will not on its own get you a job – you must use it. So don't be shy.