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SMPS EDUCATIONAL BREAKFAST SERIES

Session #2: Creativity and Idea Generation: How to Become a Creative Superhero

AGENDA

Leading firms navigate change by marketing themselves using fresh, innovative ideas. Unlike superheroes, creative ideas don't just magically appear. Attendees can expect to learn how to develop a creative process to generate breakthrough ideas and "leap tall buildings in a single bound." David Lecours, Creative Director of LecoursDesign and Marketing Coach, will share his expertise on creativity, offer case studies, and fun exercises to guide you in becoming a Creative Superhero.

DETAILS:

Thursday, February 4th

7:45AM (check in) / Program 8-10 IS

Sundt Construction

1660 Hotel Circle North, Suite 400

San Diego, CA 92108

Continental Breakfast will be provided.

REGISTRATION:

Class size limited to 20 people

Member Cost \$50 / Non-member cost \$65

Register on-line at www.smpssd.org

Mail Checks to SMPS, 3802 Rosecrans, PMB 405, San Diego CA 92110-3117

Or pay online using Pay Pal.

Questions? Contact Lisa Bittner (T) 619.696.5100 or (E) lbittner@cwdriver.com

ABOUT THE SPEAKER: David Lecours



David W. Lecours, Creative Director at LecoursDesign and author of The Marketing Voice blog, earned a BA in International Relations from USC. He studied graphic design at UCLA but on game day, he definitely cheers for USC. He worked in marketing at Reebok, Paramount Pictures and Bright Strategic Design before founding LecoursDesign, Inc. in 1996. LecoursDesign (www.lecoursdesign.com) is a marketing and brand communications firm serving A/E/C firms. David served

on the Board of Directors for U.S. Green Building Council and Society for Marketing Professional Services, San Diego Chapters. David shares his passion for creativity by leading seminars, speaking professionally and offering personal coaching (www.davidlecours.com). David is married and also loves surfing and practicing yoga in his hometown of Encinitas, CA.



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