

# Creative Liaisons starts coaching programme

London International Awards announced the start of the 2021 Creative Liaisons' fully-funded virtual one-to-one coaching programme. There are approximately 150 young creatives who have been chosen to participate in the programme, which is set to begin this week.



Sourced from [www.liaawards.com](http://www.liaawards.com)

The mentees, who are between the ages of 21 and 35, are from across the world. They have been selected from various advertising clubs and associations, trade press competitions, companies that support LIA, and some are self-nominated candidates. Applications for the virtual one-to-one coaching sessions began in March, but are now closed.

The coaching sessions will take place from May through August. Each of the young creatives will be directly connected with three coaches. More than 150 of the top creatives from every discipline of the industry will share their knowledge and expertise to equip the mentees with tools necessary to acquire greater depth and breadth of industry knowledge. Each coaching session will be at least one hour.

LIA will aim to match mentees with coaches outside their country or region to ensure that mentees expand their base of knowledge. Coaching times will be determined by mutual agreement between coach and mentee. As these sessions are bespoke and personal, it is up to the mentor and mentee to decide how best to get the most out of each session.

President of LIA, Barbara Levy, said, "LIA has always championed the creative growth of the next generation. That's why we have set such a high benchmark with this learning academy. Over the many years of running Creative Liaisons, we have learnt how important it is for emerging talent to be able to tap into deeper creative insights and connect with the movers and shakers of the industry. We have created this program so that young creatives can be coached directly by top talent and be able to have in depth discussions on a one-to-one basis with industry leaders that young talent would ordinarily not have access to."

## About the coaching sessions

The aim of these sessions is to future proof the industry through covering every aspect of the business. After the coaching sessions, the academy will run a series of virtual speaker sessions throughout September. These webinars are aimed at helping young creatives advance their learning and navigate their careers even in the most challenging of times. The webinars will cover all disciplines; audio, design, digital, healthcare advertising, music, production, technology, and more

will be covered. Speakers include:

- Oliver Fuselier, managing director/executive producer of Great Guns USA
- Baris Gencel, executive creative director/brand consultant, Shanghai
- Hyun Seo Yoo and Sarah Guessoum, creative leads at TikTok, Dubai
- Esra Gulmen, head of design at Heimat, Berlin
- Ralph van Dijk, founder and executive creative director of Eardrum
- Mary Martinez, VP Global, executive creative director at Tank Worldwide, Montreal.

Like past Creative Liaisons attendees, mentees will have the opportunity of being in the judging rooms, albeit virtually this year. Mentees will be allowed to sit in the rooms, in real time, during the final round of judging in October to observe statue discussions.

Mentees will also have access to Creative Hacks webinars by associate partner and CCO of The Bloc, New York, Bernardo Romero. This is a series of talks that demonstrates how to create ideas from a blank piece of paper, and the tools that industry leaders like Tim Jones, Renata Florio and Shaheed Peera use on a daily basis as a foundation for their success.

Levy said, "We want to set the bar higher. It is a privilege for LIA to be able to curate this coaching program where the giants of the industry can help unlock the potential of promising creatives. As an Awards show that honors creative excellence and breakthrough thinking, we want to keep raising the creative bar. We can do this by drawing out the creative potential in younger creatives, and the best way is to have the leaders of today coach and inspire the leaders of the future."

For more information, go to the Creative Liaisons website [here](#)

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