

2026 JUNE-DECEMBER

PROFESSIONAL ENRICHMENT





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Professional Enrichment

3 Ways to Access

The Ad Club Professional Enrichment curriculum is an industry-led approach to career growth and inspired learning. Open Enrollment and In House Programs are taught by seasoned marketing industry experts who live their practice every day. Our PE offerings are crafted to train, re-skill and upskill. Curated content taught by exceptional talent inspires participants to higher levels of performance and expertise, in 3 distinct tracks: Open Enrollment, In House and In The Now.

OPEN ENROLLMENT

This OE catalog includes both the most requested curriculum from prior years updated, along with new offerings. You'll find a variety of courses available in basic 101, mid-level and advanced levels. Class size is intentionally small for more one-on-one instruction. Typically 5-8 per class.

Member Pricing is a 30%-50% savings off Non-Member Pricing.

Member Credits can also be applied.

OE is held in Boston at local corporate offices. Some **Virtual Classes** too.

IN HOUSE

In House programs are built from the Open Enrollment class offerings.

Once selected, these are held at the offices of that company.

Class size is customized by topic and company.

Pricing varies by class and # of attendees planned.

Member Credits can also be applied.

IN THE NOW

In The Now focuses on hot topics that provide knowledge, insight and real life examples with speakers who are leaders and experts in marketing.

Member Pricing includes an allotment of free tickets* (# of free tickets based on Member Tier Level)

Non-Members pay \$100-\$125/tx

- **Members:** To apply your PE credits to your registration, please email kate@adclub.org and she can assist you.
- All OE/IH completers receive certification.



Strategic Development Skills

Brief Writing Skills Used For Creative and Integrated Media Development

For young or mid-level marketers (strategists, account or brand managers media managers, and new creatives) looking to better understand and improve their overall strategic skills. Both courses are 3-hour each and can be taken individually, but we recommend taking both, and starting with SD1 before SD2.



Strategic Development Skills

Brief Writing Skills Used For Creative and Integrated Media Development

SD1: Writing Creative Briefs that Drive Great Work: (formerly *Creative Brief Writing*)

This class helps participants learn how to approach and write briefs that support business goals and springboard great creative (and other) work. It teaches the principles of 4C's investigation (Company, Category, Culture, Consumer) to identify insights, and how to crystallize those insights into a crisp, clear brief that guides and energizes creative teams and ultimately drives work that delivers better outcomes. This class is helpful for those who write briefs, evaluate work against a brief, and who steward brands' growth through storytelling. Participants will learn the elements of the brief and then write, share and discuss their own creative briefs, learning how to defend the elements they've written.

Open Enrollment Info

SD1: Brief Writing

Dates

Sept - Online

Oct - In-person

Costs

Members: \$350 per class

Non Members: \$525 per class



Strategic Development Skills

Brief Writing Skills Used For Creative and Integrated Media Development

SD2: Deconstructing Great Work: In this class you'll collaboratively investigate and dissect the strategic, concepting, media insights and choices behind real-life work. We'll have a particular focus on target audience - mindset, behaviors, psychographics, and touchpoints that drive the work we see in market. This class is helpful for those who are looking to get a better understanding of the elements that drive creative and media campaign development.

Open Enrollment Info **SD1: Deconstructing Great Work**

Dates

Sept - Online

Oct - In-person

Costs

Members: \$350 per class

Non Members: \$525 per class



Management & Leadership

For rising stars/mid-level marketers or those needing a refresher in managing and leading



Management & Leadership

For rising stars/mid-level marketers or those needing a refresher in managing and leading

ML1: Managing Up Down & Sideways: *IN HOUSE ONLY

This interactive workshop is a 2-day session that provides managers the tools to manage across the organization for greater collaboration and productivity, whether managing a team, partners, peers or supervisors - the goal is to develop the skills needed to work with all levels. Topics will include strategies to successful delegation, providing constructive feedback and effectively managing up.

Open Enrollment Info

ML1: MUDS

Dates

Call for Custom Program

8:30-12:30pm

**Lunch included*



Management & Leadership

For rising stars/mid-level marketers or those needing a refresher in managing and leading

ML2: The Leadership Pivot: From Managing Work to Driving Outcomes:

This is a 3 hour session for brand/account managers /project leaders who've excelled at doing the job but now need to pivot to driving the business (the team and the outcomes) This class helps to change the mindset for those who have recently been promoted/about to be promoted into the leading of others "doing" the role in business, marketing and operational roles. Participants will learn how to exercise new muscles from a check the box orientation, to leaning into everything with a leadership and business results orientation. The class teaches strategies that focus on day-to-day activities to drive better performance for employees and companies. The class will include setting workload expectations, inspiring great thinking, better listening, and providing feedback, and success metric setting and review

Open Enrollment Info **ML2: Pivoting from Doer to Leader**

Dates

Aug 25 (online): 11am-2pm

Sept 15 (in-person): 11am-2pm

Oct 15 (in-person): 11am-2pm

Costs

Members: \$300 per class

Non Members: \$450 per class

**Lunch included*



Management & Leadership

For rising stars/mid-level marketers or those needing a refresher in managing and leading

ML3: Mastering Business Relationships:

99% of relationships experience some type of issue, which makes mastering relationships critical to business success. This is a panel format with marketing leaders discussing their experience in building and fixing relationships and the importance of this skill in their own success. Participants are welcome to stay during lunch to discuss current relationship situations that they seek advice to resolve.

Open Enrollment Info

ML3: Mastering Business Relationships

Dates

Aug 25: 11-2pm

Sept 10: 3-6pm

Costs

Members: \$175 per class

Non Members: \$300 per class

**Lunch included*



Management & Leadership

For emerging managers- the new Management Essentials Series

The Management Essentials Series Overview

This three-part training series is designed specifically for those who have mastered the technical and functional requirements of the job, but not yet exercised or perfected the skills required to manage team members and the time required to juggle the workload and the time of others. Being a strong manager requires skills that help you communicate effectively, run productive meetings and balance your workload and competing priorities.

Each interactive session will provide practical techniques, self-assessments, and usable strategies to help participants build confidence, strengthen team interactions, and improve day-to-day effectiveness.

Each of the 3 sessions can be taken individually or as a full series of 3.

The MES series can accommodate up to 15 people online or in person.



Management & Leadership

For rising stars/mid-level marketers or those needing a refresher in managing and leading

ML4: Develop Stronger Communication & Listening Skills

Clear communication is one of the most important skills for effective managers. This workshop helps participants understand their communication style while developing stronger interpersonal communication and listening skills.

Participants learn how to engage their audience, adapt their communication approach, manage nervous habits, use body language effectively, and overcome common listening barriers. Through self-assessment and action planning, attendees leave with practical strategies they can apply immediately to develop stronger relationships with colleagues.

Open Enrollment Info

ML4: Develop Stronger Communication & Listening Skills

Dates

Sept 29 (in-person): 9:30-12:30pm

Costs

Members: \$99 per class (Online) \$175 (in person)

Non-Members: \$150 per class (Online) \$260 (in-person)

Members full series of 3 classes: \$250 (online) \$475 (in-person)

Non-Members full series of 3 classes: \$375 (online) & \$700 (in-person)



Management & Leadership

For rising stars/mid-level marketers or those needing a refresher in managing and leading

ML5: How to Plan and Lead Effective Meetings

We all spend so much time in meetings, but not all meetings add value. This workshop will help participants determine when meetings are necessary and how to ensure they are efficient, productive, and results-focused.

Participants will gain tools for planning agendas, managing logistics, encouraging participation, handling difficult meeting dynamics, and closing meetings with clear next steps. The focus is on reducing wasted time while improving results and accountability.

Open Enrollment Info

ML5: How to Plan & Lead Effective Meetings

Dates

Oct 1 (in-person): 9:30-12:30pm

Costs

Members: \$99 per class (Online) \$175 (in person)

Non-members: \$150 per class (Online)
\$260 (in-person)

Members full series of 3 classes: \$250
(online) \$475 (in-person)

Non-members full series of 3 classes: \$375
(online) & \$700 (in-person)



Management & Leadership

For rising stars/mid-level marketers or those needing a refresher in managing and leading

ML6: Time Management & Productivity for Busy Managers

New managers often juggle competing priorities, interruptions, and increasing responsibility. This workshop provides practical tools to improve focus, prioritize effectively, and increase productivity without working longer hours. Participants learn how to identify time wasters, manage distractions, delegate appropriately, create effective to-do systems, and establish habits that support sustained productivity. Participants will leave the workshop with realistic strategies that fit into busy workdays.

Open Enrollment Info

ML6: Time Management & Productivity for Busy Managers Dates

Oct 8 (in-person): 9:30-12:30pm

Costs

Members: \$99 per class (Online) \$175 (in person)

Non Members: \$150 per class (Online) \$260 (in-person)

Members full series of 3 classes: \$250 (online) \$475 (in-person)

Non-Members full series of 3 classes: \$375 (online) & \$700 (in-person)



Creative Upskilling



Creative Upskilling

CU1: Creative Writing:

This workshop covers essentials of persuasive writing and includes hands-on exercises, critique, and practical problem-solving. Participants will have their writing reviewed for what's on strategy and what is not. We cover techniques to get the most out of strategies, make concepting more productive, and understanding tone and style.

Open Enrollment Info

CU1: Creative Writing

Dates

Available for IH



Creative Upskilling

CU2: From Doing to Leading for Creatives:

This class is developed for creative talent who have excelled in the “doing” of a role, and promoted/about to be promoted into the leading of others “doing” the role. The goal here is to exercise new muscles in these creatives to focus their talent on elevating the work from others on their team. This workshop will focus on best practices for kicking projects off, inspiring great thinking, evaluating creative, and providing feedback (ie why, when and how and how not to!), comparing work against set objectives, asking the right questions, understanding and valuing roles.

Open Enrollment Info
CU2: From Doing to
Leading for Creatives
Dates
Available for IH



Creative Upskilling

CU3: The Art of Presenting to Engage & Persuade for Creatives:

This highly interactive persuasive presentation skills workshop is for creative presenters including producers who need to articulate how a creative idea will be brought to life for its intended audience. This class puts all attendees on their feet practicing and receiving feedback. Presenters learn both the mindset and mechanics of presenting, ie, how to storytell for better engagement, how to show the work, and move around the room. Attendees become aware of the things they are doing well and how to fix bad habits to take their presentation performance to the next level. The final element of the class is presenting to an audience.

Open Enrollment Info

CU3: The Art of Presenting to Engage & Persuade for Creatives

Dates

Sept 29: 11-2pm

Oct 20: 11-2pm

Costs

Members: \$325 per class

Non Members: \$500 per class



Presenting & Confidence Building Skills



Presenting & Confidence Building Skills

PS1: The Art of Presenting to Engage and Persuade:

This highly interactive persuasive presentation skills workshop gets people on their feet practicing and receiving feedback on a presentation. Presenters learn about both the mindset and mechanics of presenting, and how to storytell while presenting for better engagement. Attendees become aware of the things they are doing well, fix bad habits to take their presentation performance to the next level. The final element of the class is presenting to an audience. This class is good for account management, strategists, project managers.

Open Enrollment Info

PS1: The Art of Presenting to Engage & Persuade

Dates

Oct 21: 3-6pm

Dec 8: 11am-2pm

Costs

Members: \$325 per class

Non Members: \$500 per class

****Limited to 10 per class****



Marketing Skills Basics



Marketing Skills Basics

MS1: Owned, Paid, & Earned Media 101:

This course is geared for those who've not spent time in the media space or who seek a more holistic view of how owned, earned and paid media build awareness, drive engagement and conversion. Students will learn what each media type is and what each can deliver for a brand; Real-world examples of how brands use each type effectively, with a deeper look at content; How each can be measured against objectives

Open Enrollment Info

**MS1: Owned, Paid, &
Earned Media 101**

Dates

Fall

Costs

Members: \$250 per class

Non Members: \$350 per
class



Marketing Skills Basics

MS2: Influencer Marketing 101:

This class is for those who are looking to understand the basics of influencer marketing. It explores how influence has evolved, and how marketers can strategically harness influencers to move audiences, shape opinions, and drive results. You'll learn how to spot true influence, align it with objectives and brand voice. With real-world insights, you'll walk away ready to build smarter, more effective influencer campaigns.

Open Enrollment Info

**MS2: Influencer
Marketing 101**

Dates

Fall

Costs

Members: \$250 per class

Non Members: \$350 per
class



Marketing Skills Basics

MS3: Content Strategy & Creation 101:

This class will focus on the A to Z of content planning and creation. Taught by industry experts, this class is good for those who've been working in the business and want to get a deeper understanding of all aspects of the role content plays in marketing.

Open Enrollment Info

MS3: Content Strategy & Creation 101

Dates

Fall

Costs

Members: \$250 per class

Non Members: \$350 per class



Marketing Skills Basics

MS4: Data & Analytics 101:

Participants will review data sources typically used for business and marketing, and learn how to go below the surface of the data to mine for insight. Participants will leave with a foundational understanding of data review, development of insights and implications, while gaining analytical confidence.

Open Enrollment Info

MS4: Data & Analytics 101

Dates

Fall

Costs

Members: \$250 per class

Non Members: \$350 per class



Marketing Skills Basics

MS5: AI for Greater Productivity 101:

This class is a practical class for anyone looking to understand how to use a variety of tools to increase productivity in writing, presentation development, creative development, workflow management and more. A focus will be on creating better prompts to improve the output of AI tools. Participants will leave understanding the day-to-day work applications for AI and greater confidence in their ability to navigate the tools.

Open Enrollment Info

MS5: AI for Greater Productivity 101

Dates

Fall

Costs

Members: \$250 per class

Non Members: \$350 per
class



Marketing Skills Basics

MS6: Business Bootcamp

In this full-day workshop, participants of any level and department will learn the fundamentals of communication skills, meeting management and time management, which are all critical skills to managing businesses and increasing productivity. Upon completing the program, participants will have a greater understanding of how to strengthen their communication style, run more effective meetings and prioritize and manage their time more efficiently.

This Business Bootcamp is a deep dive on fundamentals to help improve daily efficiency, both for meetings that are in person and on video platforms. This class helps teach the mastering of one's calendar, daily to-do lists, and also running and recapping meetings. It also includes curriculum to help develop effective communications that do not overwhelm- but inform and generate outcomes. This is a primer on the do's and don'ts of Business Protocols and Business Etiquette.

- Time Management
- Meeting Management
- Communications Management

MS6: Business Bootcamp

Date

In House Only



Participants Who Successfully Complete Ad Club Professional Enrichment Receive Verified Certification



Verified Certification from Accredible



SAVE MONEY! FLEXIBLE USE !

Use classes on one person or four people
Or however works best for you

PE FLEX PASS

*Good for 4 In Person Class Registrations
of your choosing*
\$600
Members only



INSTRUCTOR PROFILES

Experienced, Practicing Instructors



Alexandria Hunter-Whalen
Speaker & Presentation Coach

Courses:

CU3: The Art of Presenting to Engage and Persuade for Creative

PS1: The Art of Presenting to Engage and Persuade

Alexandria Hunter-Whalen is a seasoned presentation coach with more than 17 years of experience in working with individuals and creative teams at every level from entry to the C-suite. She has worked with various corporations (including a decade at Bose), innovative boutique agencies and one-on-one with individuals that are always striving to improve how they show up. Her unique background as an actor, spokesperson, producer and global creative leader helps talent to be remarkable and remembered. She doesn't believe in a one-size fits all but making you the best version of you. Any time you are engaging with someone you are presenting, much like a muscle in your body, the more you use it the stronger it gets.

Experienced, Practicing Instructors



Karin Piscitelli

Fractional VP of Marketing,
K26 Marketing

Courses:

ML2: The Leadership Pivot: From Managing Work to Driving Outcomes

Karin Piscitelli is a passionate brand builder and accomplished marketing strategist with more than 25 years of experience developing consumer brands and executing integrated marketing plans that drive growth. With a dynamic background spanning both agency and corporate settings—from startups to global enterprise organizations (brands include New Balance, Boston Breakers, Unreal Brands, City Sports and most recently Jabra; agencies include The Grist, and Digitas. Karin excels at navigating diverse business environments with agility and strategic vision with the goal of making an impact.

As a proven business operator and regarded leader, Karin has a strong track record of aligning marketing operational needs with business growth strategies optimizing organizational workflows, and overseeing key administrative functions to enhance overall efficiency. Karin is a natural collaborator and mentor, deeply committed to cultivating a culture of internal alignment, continuous learning and shared success. Her reputation as a people-first leader has earned her accolades in team performance and employee development – something that makes her very proud.

Experienced, Practicing Instructors



Denise Rosenblum
President & Founder,
Dynamic Development

Courses:

ML1 Managing Up Down and Sideways

ML5 Management Essentials Series

PS2 Confidence Formula

MS6 Business Bootcamp

President and Founder of Dynamic Development, a professional development company that specializes in coaching employees to become stronger communicators, managers, and leaders. Denise believes that companies retain employees when they invest in their talent. Denise works with companies to create an environment where employees feel valued because of training, feedback, and coaching. She is a seasoned trainer, executive coach, and an expert in communication skills, managing and motivating people, and leadership skills with a focus on developing confidence and presence. She has excellent insight into people's strengths and opportunities for growth.

Denise has over 30 years of training, talent assessment, professional development and marketing experience having worked at global companies including McCann Erickson, Young and Rubicam and Hill Holliday. Prior to founding Dynamic Development in 2006, Denise worked at Arnold Worldwide as Senior Vice President, Director of Talent Development. In this role, Denise designed and facilitated training and coaching programs to meet the company's business objectives and employees' career development needs. Denise takes great interest in helping employees reach their fullest potential as managers and leaders.

Experienced, Practicing Instructors



Catherine Sheehan

Strategy Lead
Drift & Anchor

Courses:

SD1: Writing Creative Briefs that Drive Great Work

SD2: Deconstructing Great Work

For 20 years Catherine has developed strategic positioning, messaging and go-to-market plans for brands that cater to both consumer and B2B audiences. Catherine loves distilling simple, compelling, soulful stories that captivate an otherwise distracted audience and driving sales for clients. She has been able to do that successfully for ad agencies in both Boston and New York, including A&G, McGarry Bowen, Hill Holliday, and Arnold.

Catherine's developed brand strategies for Progressive Insurance, Toast, ADP, Blue Cross Blue Shield, Merrill Lynch, Chevron, and Zildjian, among others. She led user engagement and product go-to-market strategy for a healthcare technology startup. And she's written more Effies submissions than she cares to remember, and won a few of them.

Experienced, Practicing Instructors



Trish Babb
Adjunct Professor,
Boston University

Courses:

M4: Data & Analytics 101

MS5: AI 101

Ms. Babb began her career in advertising at BBDO/NY, serving as an account executive on award-winning campaigns for Visa and Pepsi. She later transitioned to client-side marketing, holding leadership roles across globally recognized consumer brands including Hasbro, Play-Doh, Playskool, Sam Adams, Coors, Viacord, USPS, and LoJack.

She brings a proven track record in brand management, digital marketing, and global product development in a number of industries, with a particular focus on translating consumer data into actionable insights.

She holds a BS from Boston University's College of Communication and an MBA from Thunderbird School of Global Management. She currently serves as an Adjunct Professor at BU's Questrom School of Business and is a faculty lead for the Digital Business Institute, where she advises MBA teams on external consulting engagements.



Additional Info

More to come, so keep checking the Professional Enrichment tab at Ad Club
Professional Enrichment Classes

- More classes
- More instructors
- More dates

For more information, email PE@adclub.org or check out the website at www.adclub.org.

To register for a class, go to [Professional Enrichment](#) and register online for the class of your choosing.

For Member Credits, email Kate McCabe at kate@adclub.org.

For In House Curriculum, please reach out to PE@adclub.org and let us know which of the classes you'd like to bring In House. If you'd like to have a topic not featured here, please let us know and we can assist.

Reach out to us at PE@adclub.org to discuss arranging a virtual class, and let us know how many people you'd like to have taught virtually. Minimum virtual class size would be 5 people. Not all classes available.