



**2025: June
-December**

Professional Enrichment

July 10, 2025

Professional Enrichment



3 Tracks

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, upskill and inspire 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.

Member Pricing is a 25%-40% savings off Non-Member Pricing.

Member Credits can also be applied.

Open Enrollment is held in the offices of a few brands and agencies in Boston.

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.
- **Ask about Virtual content**
- **All OE/IH completors 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.

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 crystalize 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.

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 Dates

SD1: Brief Writing

- 1) Tuesday July 22, 4-7pm
- 2) Tuesday August 19, 11-2pm
- 3) Tuesday September 9, 4-7pm

SD2: Deconstructing Great Work

- 1) Thursday July 24, 11-2pm
- 2) Thursday August 21, 11-2pm
- 3) Thursday September 11, 11-2pm

Costs

Members: \$375 per class
Non Members: \$525 per class



Management & Leadership

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

ML1: Managing Up Down & Sideways: 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.

ML2: Pivoting from Doer to Leader: This is a 4 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.

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 (recruiter, agency and brand) 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 Dates

ML1: MUDS

1) July 29 & 30

2) Oct 1 & 2

3) Nov 11 & 12

Each class is 2 days,

8:30am-12:30pm

Costs

Members \$525

Non Members \$675

ML2: Pivoting from Doer to Leader

July 23, 11-2pm

September 23, 4-7pm

Costs

Members \$400

Non Members \$575

ML3: Mastering Business Relationships

August 6 11am-1pm

September 10 11am-1pm

Costs

Members: \$250

Non Members: \$350

Lunch or snacks included for each class



Creative Upskilling

CU1: Creative Writing This 2- day, 3 hour each 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.

CU2: From Doing to Leading for Creative: 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.

CU3: The Art of Presenting to Engage and Persuade for Creative: This highly interactive persuasive presentation skills workshop is for creative presenters 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 Dates

CU1: Creative Writing

Sept

Oct

Costs

Members \$400

Non Members \$575

CU2: From Doing to Leading Creative

Sept

Oct

Costs

Members \$500

Non Members \$625

CU3: The Art of Presenting for Creatives

7/16 @ 11-2pm

7/23 @ 4-7pm

Costs

Members \$500

Non Members \$625



Presentation & Confidence Building Skills

PS1: The Art of Presenting to Engage and Persuade: This highly interactive persuasive presentation skills workshop, taught over 2 sessions, 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.

PS2: The Confidence Formula, Communicating the Best Version of You. During 2 half-day sessions this course will focus on how to make one's voice heard more effectively in the workplace. The workshop will focus on how to remain true to one's authentic self while communicating effectively. Topics include:

- The building blocks of confidence
- Connecting to core values
- Managing your inner critic
- Communicating with confidence,
- Body language and how it can enhance your presence
- Communicating with poise and self-worth.

Open Enrollment Dates

PS1: The Art of Presenting

- 1) August 13 & 14: 9:30-11:30am
- 2) August 18 & 20 1-3pm

Costs

Members \$500
Non Members \$625

PS2: Confidence Formula

Sept 3 & 4; Sept 10 & 11; Oct 29 & 30
8:30am-12:30pm w/lunch

Costs

Members \$500
Non Members \$625

Limited to 10 per class



Marketing Skills Basics

MS1: Owned, Earned and Paid 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

MS2: Influencer Marketing 101: Understanding the role that influencers play and learning to build and execute a powerful influencer strategy

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.

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.

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 Dates

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

Fall
Late Fall

MS2: Influencer 101

Fall
Late Fall

MS3: Content 101

Fall
Late Fall

M4: Data & Analytics 101

August 19; 11-2pm
November 4; 11-2pm

Costs

Members \$250
Non Members \$350

MS5: AI 101

November 18: 11-2pm



Marketing Skills Basics

NEW CLASS- a full day class for any brand or agency employee at junior to mid level, from any department, looking to accelerate their performance through improved business protocols, etiquette and awareness.

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

Open Enrollment Dates

MS6: Business Bootcamp

July 31- 9:30am - 4pm, with lunch

Nov 18- 9:30am - 4pm, with lunch

Costs

Members \$550

Non Members \$675



OE/IH

Participants Who Successfully Complete Ad Club Professional Enrichment Receive Verified Certification



Verified Certification from
Accredible



IN THE
NOW

In the Now: Hot Topics

- *Creating a Successful Career in the GIG Economy (COMPLETE)*

UP NEXT

- ***Health & Wellness Innovation:*** In an industry expected to grow and change, learn how innovation is changing the landscape from healthcare to health insurance to CPG to tech September 2025
- ***The Evolution of B2B Marketing:*** a look at how B2B has taken a page out of B2C playbooks TENT November 2025
- ***The Legend and Remaking of the Shoe Industry in Boston:*** a look at the heritage of shoe companies in Boston and those brands making history today TENT December or January 2025

Events will be posted on www.adclub.org



Our Experienced, Practicing Instructors



Alexandra Hunter-Whalen

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

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.



Our Experienced, Practicing Instructors



Mark Mylan

- **PS1: The Art of Presenting to Engage and Persuade**
- **CU3: The Art of Presenting to Engage and Persuade for Creative:**

For over a decade Mark has successfully managed and coached pitch teams at Carat/dentsu Media US that achieved significant success with both Fortune 50 and smaller-scale pitches.

Before then Mark managed clients and teams at both integrated and specialty agencies, where he participated and led new business and retention pitches. At Hill Holliday he worked on the Bank of America, Merrill Lynch, Liberty Mutual, CVS, and Dell accounts. At Young and Rubicam Mark led client accounts across creative, media, and PR functions. At Wunderman he worked on the ATT Global Business Communication Services and American Express accounts.

With high satisfaction referrals, Mark now leads an established VPT, an independent consulting practice that builds strategic and practical presentation skills across all levels of seniority in agency and client organizations. Mark's keen ability to bring out the best in people - from CEOs and C-Suite executives to line-managers and supervisors - and enable them to optimize their communication/presentation skills helps them to achieve professional and personal success.



Our Experienced, Practicing Instructors



Karin Piscitelli

- **ML2: Pivoting from Doer to Leader**

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 she is very proud of.



Our Experienced, Practicing Instructors



Denise Rosenblum

- **ML1 Managing Up Down and Sideways**
- **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.

Denise 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 employee's career development needs. Denise takes great interest in helping employees reach their fullest potential as managers and leaders.



Our Experienced, Practicing Instructors



Catherine Sheehan

- 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. Catharine 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.



Our Experienced, Practicing Instructors



Trish Babb, Boston University

- **M4: Data & Analytics 101** - August 19, November 4
- **MS5: AI 101** - November 18

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.

Ms. Babb 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 instructor
- 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.

Virtual Classes If there's a specific class you have interest in, but would like it taught virtually, this can be arranged. All classes listed are in person at local companies providing space - in person.

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.