

# Executive Creative Summit Berlin accepting applications to attend

The One Club for Creativity is now accepting applications for its exclusive Executive Creative Summit Berlin, taking place on Wednesday, 11 October 2017 at Soho House Berlin.



Speakers at Executive Creative Summit Berlin © [The One Club website](#).

The full-day summit brings together a select group of top-level industry leaders from around the globe to discuss the issues far beyond the scope of creativity that affect their businesses, providing a rare opportunity for the exchange of productive ideas in a confidential setting. The number of attendees is limited to ensure two-way conversations.

## List of speakers

- John Butler, CCO, Butler Shine Stern & Partners (BSSP)
- Brian Collins, CCO and cofounder, COLLINS
- Susan Credle, global CCO, FCB New York
- Tove Langseth, CEO and partner, DDB Stockholm
- Nick Law, vice chairman and global CCO, R/GA
- Philippe Meunier, CCO and cofounder, Sid Lee
- Chaka Sobhani, CCO, Leo Burnett London
- Doerte Spengler-Ahrens, CCO, Jung von Matt/Elbe Hamburg
- Iain Tait, ECD, Wieden+Kennedy London
- Stéphane Xiberras, president and CCO, BETC Paris

Each 30-minute session will cover a specific critical topic, such as how to implement a process to get to better work (led by Susan Credle), “The Seven Rules of Running a Creative Shop” (by Philippe Meunier), a collaborative session sharing real-world decisions of art versus commerce (led by John Butler), how to “Futureproof” an agency (Nick Law discussing how pioneering shop R/GA is readying itself for the years ahead) and others.

Due to the exclusive nature of this day-long event, attendance for the Executive Creative Summit Berlin is reserved for agency founders, CCOs and managing partners. Attendees will represent a diverse range of international industry leaders from both independent agencies and global networks, including members of The One Club for Creativity board of directors.

## Strict closed-door policy

“The Executive Creative Summit is designed to foster open dialogue between top creatives who started agencies, run creative departments and manage ‘the business side’ of a creative agency,” said Kevin Swanepoel, CEO, The One Club for Creativity. “The summit is the industry’s only forum where these leaders can discuss their greatest business challenges in a

confidential setting, and serves as a support network for them to exchange ideas and help each other navigate through those challenges.”

In order to generate frank discussion, a strict closed-door policy will ensure the highest level of confidentiality. “No live streaming, no recordings, no press, no pitches, no tweets, snaps, grams or posts will be allowed,” added Swanepoel. “Only intimate and honest conversation between some of the most successful creative professionals in the industry.”

Senior industry leaders who fit the profile of the Executive Creative Summit can apply to attend by clicking [here](#). Once an application is approved, attendees can purchase a ticket to the Wednesday, 11 October 2017 summit at Soho House, Torstraße 1, 10119, Berlin, which includes all presentations and discussions, welcome breakfast, networking lunch and cocktail reception at the conclusion.

For more, visit: <https://www.bizcommunity.com>