

Digital communication & creativity

Cut through the noise. Create content that matters.

In a world where everyone can produce content, the real difference lies in the ability to create meaning, surprise people and leave an impression. This course helps you design more impactful content by combining neuroscience, creativity and AI.



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Different ideas
in a world that
copies everything
too quickly.



Recognise these situations?

- Your content is starting to look like everyone else's.
- You produce more without capturing more attention.
- AI speeds up production, but not necessarily creativity.
- You find it hard to stand out in a saturated world.



What we will understand

- How the brain selects, ignores and remembers a message.
- Why some content captures attention while other content disappears.
- The emotional, cognitive and social mechanisms that make content go viral or be forgotten.
- How AI is changing the rules of digital creation and what to do about it.



How we will work

- Targeted neuroscience insights: attention, emotion and memory.
- Analyse and deconstruct real campaigns, using your examples or market examples.
- Practical digital creativity workshops: ideation, reframing and formats.
- Use AI as a creative partner and challenger, not simply a generator.
- A personalised action plan for your next pieces of content.



What will change in practice

- More original and memorable content.
- A distinctive communication style.
- AI use that expands creativity instead of standardising it.
- More autonomous, more daring teams.
- Concrete improvements in engagement and impact.



Who is it for?

Communication, marketing, content and leadership teams; anyone involved in creating content.



Formats

Half-day
1 day
2 days



Our approach

Neuroscience · Creativity · Strategy · AI · Hands-on experience · Real cases.



An international, cross-sector perspective

Examples and inspiration from different sectors and countries.



Request the detailed programme

Questions? Let's discuss your needs.

*Ideas. People. Results.*