

FLAG

Briefing FLAG

YOUNG LISBON

Lisbon International Advertising Festival Awards

FLAG



Introduction

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As new technologies advance and industries transform, other professional skills and abilities are required.

To handle this constant evolution, the need is felt to create renewed areas of specialization, and, over time, new professions are emerging.

In order to overcome these changes and protect their employability, professionals are therefore obliged to keep up to date, ensuring that they are prepared to face future challenges.

Professionals who go through a career reconversion process are more likely to continue to relate to the brand, seeking continuous development and returning to complement their training whenever necessary. It is important to be recognized in this regard as it helps us build our reputation and credibility. We want to be a trusted source of knowledge and support for professionals looking to make successful transitions in their professional careers.

About FLAG

FLAG



- Founded in 1992;
- National reference in specialized training in technologies associated with the development of visual and interactive arts, in the areas of print, web and motion;
- Training offers in Design, Creativity and Communication;
- With the mission of “Preparing Future Generations of Creative Professionals and Promoting Quality in the Creative Industries”.

Training Areas



GRAPHIC
DESIGN



WEB
PROGRAMMING



DIGITAL
MARKETING



UX & UI



VÍDEO &
MOTION



DESIGN
THINKING



Target

FLAG

Target

- Aged between 30 and 45 years old;
- From among the following profiles:
 - Professionals who wish to change careers;
 - Professionals who want to acquire complementary skills;
 - Professionals looking for new job opportunities.



Digital Presence

www.flag.pt



FLAG



Testimonials



Inês
Garrinhas



Joana
Lucas



Nuno
Silva



Tatiana
Ignatieva



André
Guimarães



João Miguel
Domingues



César
Garcia



Evódia
Graça



Ana Lúcia
Seixo



Marina
Marques



Challenge

Challenge

This proposal aims to develop an omnichannel communication campaign to promote FLAG courses as a solution for career reconversion.

With the aim of:

- Increase knowledge about the importance of career reconversion and the benefits associated with this transition;
- Generate qualified leads from those interested in training for career reconversion in FLAG's areas of activity;
- Encourage enrollment in courses offered by FLAG, converting leads into enrollments.

Good Work!

Q&A

Margarida Franco

margaridafranco@flag.pt

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