



**Upstarts for Agencies**

# UP STARTS STAR

Foster. Promote. Reward.

# Upstarts for Hosts

## Overview

The ICAD Upstarts Programme helps to prepare emerging creative talent for the industry, introduces the industry to their work, and develops their skills and thinking along the way. Not only is the ICAD Upstarts programme an unparalleled training opportunity for emerging creatives but it is also a proven route to attracting, accessing and often hiring emerging talent. The programme represents both a way to give back and ensure a thriving industry and an opportunity to meet some of the most driven and talented up-and-coming creatives.

---

## What's Involved

Over the second stage of the Upstarts programme, the Upstarts work on a series of consecutive briefs. Each Tuesday evening, the Upstarts (a group of approximately 10) receive a brief from a new agency. They work on this brief for a week and present it back on the following Monday evening. The primary role of the agency is to set a brief and provide feedback at a hosted Monday evening session on the agency's premises.

- We ask agencies to start sessions at 6:30 pm to allow for Upstarts to travel from work.
- Sessions begin with a 15–20 min presentation by the agency giving insight into the professional world. This can be a case study of a project, a look at the host's own career, an overview of the agency's workflow etc. The idea is the Upstarts leave with a better understanding of the hosts, the agency, and the industry.
- As well as hosting the session at their premises, we ask the host to provide refreshments (beer and pizza or similar).
- We ask that a minimum of 2 and a maximum of 3 agency representatives provide feedback on the night. Too many individuals can result in a very long evening and too few, a lack of diversity in feedback.
- Each Upstart should have 5–7 mins to present, and feedback should be delivered directly after each individual's presentation. Feedback should also be allotted 5–10 mins. Allow some time allowed towards the end for Q&A.
- Selected agencies submit their brief no later than December 12th.
- ICAD is available throughout the programme to answer questions, but on the night we leave it to you. Upstarts arrive at the agreed time, having emailed presentations ahead of time. ICAD doesn't attend these sessions.

---

# Upstarts for Hosts

## Support

ICAD is available throughout the programme to support hosts. We encourage you to reach out at any time with queries or issues and we can help you find a solution.

ICAD will provide a schedule by early January 2023. This will give you full oversight and allow you to see when your evening will take place in the greater scheme of the programme. We will also share information on running a successful evening when agencies are selected.

---

## Contact Us

info@icad.ie  
0877733079

---

## Apply

If you would like to mentor please [apply here!](#)

---

## Thanks

The 2023 ICAD Upstarts Programme is brought to you with the generous support of BBH.



BBH is a full-service creative agency founded in 1982. Our logo, the black sheep, represents the power of difference – because when the world zigs, we zag. In 2022, we brought this philosophy to Ireland and opened the doors of BBH Dublin.