

# The Portfolio School



March 8, 2009



## “Apply creativity to your job application to get noticed!” advises Farrokh Madon



A full house greeted IAS President, Sorab Mistry at the Careers Fair held at Suntec City on Saturday, March 7.

**Jennifer Goh, IAS Executive Director, held her first education event to kick off the expanded IAS Portfolio School. Her drive for attendance brought 130 students - the largest single attendance for a session at the Careers Fair organised by IIR Exhibitions**

The IAS Portfolio School team led by IAS Council member, Terrence Tan - DDB's Creative Director and the 2008 winner of the Hall of Fame Creative Director of the Year Award - and made up of top Creative Directors Ali Shabaz of J. Walter Thompson, Farrokh Madon of McCann Erickson, Patrick Low of Y & R another prestigious award winner.

Sorab Mistry gave a rousing start to the talk with snapshots of inspiring cases and the quote that pricked every ear was - “Creativity is the last legal way to to get an unfair advantage over your competitors!”

Other pointers were: Why a mad crazy business is better than a sane one!

Its a great job for those with attention deficiency!

Some terrific examples of their best recent work were shown showing how good work can go worldwide without giant budgets.

After the session, the Creative gurus and Sorab were surrounded by students pumping them for more insights into how to get jobs in advertising.



Terrence Tan, Creative Director DDB and PortFolio School Course Leader has gathered Singapore's best proponents of advertising practice for the courses

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**For more information on courses to qualify you for a career in advertising call Raphael Teh at IAS Tel 62208382**

**or email <[raphael@ias.org.sg](mailto:raphael@ias.org.sg)>**

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