Creative Industries Talent Management Training Course

25 – 29 January 2027
Casablanca

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Training Center

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Ref: 1627_220128 **Date:** 25 – 29 January 2027 **Location:** Casablanca **Fees:** 4100 Euro

Overview

Creative Industries Talent Management Training Course is a one-week course for HR managers, talent leaders, creative directors, production managers, and people partners who leave with a Creative Talent Operating Plan. Participants connect creative industries talent management with creative workforce planning, creative skills mapping, freelance talent pools, and creative talent retention across project cycles. The course addresses portfolio careers, fair selection, creator autonomy, knowledge transfer, digital skills change, and decent-work risks. Agile Leaders Training Center develops talent management for creative work.

Who Should Attend

- People functions responsible for creative workforce strategy, talent systems, and employment practices
- Production functions responsible for assembling and supporting project-based creative teams
- Creative leadership functions responsible for artistic capability, autonomy, and team climate
- Talent functions responsible for sourcing, portfolio review, development, mobility, and retention
- Workforce functions responsible for freelance pools, succession coverage, and skills evidence

The course assumes participants already support creative people or production decisions and leaves out general HR administration, artistic technique, and contract drafting.

Departments and Industries

The course supports departments and industries that organize creative work through permanent, freelance, and project-based talent.

- Human resources, people operations, and talent management
- Film, television, music, and live production
- Advertising, design, publishing, and digital media
- Museums, cultural institutions, and creative nonprofits
- Games, animation, immersive media, and content studios

Learning Objectives

By the end of this course, participants will be able to:

- Analyze creative roles, skills, and production-cycle demand
- Build blended employee and freelance talent pools
- Apply fair portfolio, commissioning, and selection methods
- Evaluate autonomy, psychological safety, and decent-work safeguards
- Design mobility, succession, retention, and knowledge-transfer pathways
- Use workforce measures to prioritize talent actions

Course Agenda

Day 1: Creative Workforce Architecture

- Creative Value Chain and Production-Cycle Map
- Creative Role Family and Discipline Matrix
- Project Demand and Capacity Forecast
- Portfolio Career and Engagement Model
- Creative Skills Taxonomy and Evidence Register

Day 2: Sourcing and Talent Pools

- Employee-Freelancer Workforce Mix Canvas
- Inclusive Creative Talent Pipeline Map
- Portfolio Evidence Review Rubric
- Fair Commissioning and Selection Checklist
- Talent Pool Availability and Conflict Register

Day 3: Deployment and Creative Conditions

- Project-to-Talent Matching Matrix
- Creative Brief and Role Clarity Protocol
- Autonomy and Decision-Rights Map
- Psychological Safety Conversation Guide
- Decent-Work Risk and Safeguard Review

Day 4: Growth, Continuity, and Retention

- Creative Capability Gap Heat Map
- Digital and AI Skills Transition Plan
- Mentoring and Intergenerational Learning Map
- Critical Craft Succession Coverage Matrix
- Knowledge Transfer and Creator Exit Checklist

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Day 5: Creative Talent Management Practice

- Exercise: Diagnose a Production-Cycle Talent Gap
- Exercise: Review a Mixed Talent Pool
- Exercise: Evaluate a Portfolio and Commissioning Decision
- Exercise: Design a Retention and Succession Pathway
- Capstone Exercise: Creative Talent Operating Plan

Practical Exercises

The course uses suggested activities to test creative workforce decisions across different production settings.

- Suggested activity: map roles, skills, availability, and dependencies for a film or digital-media production cycle.
- Suggested activity: assess employee and freelance options for a design studio facing overlapping project deadlines.
- Suggested activity: apply portfolio evidence and fair selection criteria to a publishing or advertising commission.
- Suggested activity: build retention, succession, and knowledge-transfer actions for a cultural institution.

FAQs

Who suits creative industries talent management training, and what does it assume?

Creative industries talent management training suits people, talent, creative, and production leaders who already make workforce or project staffing decisions across creative disciplines.

How does creative industries talent management differ from general talent management training?

Creative industries talent management addresses portfolio careers, freelance pools, production cycles, creative autonomy, commissioning evidence, creator rights sensitivities, and irregular project demand rather than standard permanent-workforce processes alone.

How should freelance talent pools support creative workforce planning?

Freelance talent pools should record verified disciplines, portfolio evidence, availability, conflicts, engagement history, development needs, and fair access criteria without treating independent professionals as interchangeable capacity.

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What supports creative talent retention across irregular project cycles?

Creative talent retention depends on transparent opportunity pathways, respectful commissioning, fair workload decisions, psychological safety, development access, continuity between projects, recognition, and reliable knowledge-transfer practices.

How can AI-related skills change be managed in creative industries talent management?

AI-related skills change should be mapped by task and discipline, with reskilling priorities, human decision boundaries, creator-control safeguards, evidence review, and dialogue about work design and attribution.

Conclusion

Participants take back a Creative Talent Operating Plan linking roles, skills, talent pools, project allocation, safeguards, development, succession, retention, and measures. The plan changes fragmented staffing decisions into a reviewable creative workforce cycle. It helps teams balance production needs with creator autonomy, fair access, capability continuity, and accountable talent choices.