



Get and "A to Z" overview of what it takes to thrive in today's marketplace.

You will enjoy a creative learning environment with agency-experienced speakers and stimulating fellow attendees. Come prepared to interact and make new connections - bring plenty of business cards. You'll go home with ideas for a full-spectrum approach to building a more profitable business.

17 essential ways you can improve your business by attending AMR events. You'll learn how to:

1. **Get organized.** Learn how to organize financials and use 3 benchmarks to monitor performance.
2. **Hire Smart.** Learn how to find, evaluate and hire the right people. Measure potential before your hire.
3. **Convert More Prospects to Clients.** Build a strong, ongoing new business program.
4. **Develop a Management Team.** How do you find them and give them the authority to manage?
5. **Incentivize.** How to develop incentive compensation for account management and new business staff
6. **Optimize Results.** Increase staff productivity with Full Time Equivalent metrics.
7. **Work ON the Business.** Learn why and how you must work on the business, not just in it.
8. **Explore Business Models.** Discover exciting ways to redesign client and creative services.
9. **New Pricing Strategies.** Learn new pricing strategies, when to use hourly, project or performance prices.
10. **Reorganize Account Service.** The requirements have changed. It's about solving client business problems AND managing projects.
11. **USE AMR's Six Building Blocks.** Give your company a strong foundation and a bright future.
12. **Exit Strategies.** Discuss agency valuation, mergers, acquisitions and how to build your succession plan.
13. **New Business.** Discuss proven programs that work and build your business and profits.
14. **Brand Your Processes.** Build proprietary programs you can sell instead of giving away your ideas to earn the business.
15. **Build Fee Based Business.** The TAAP pricing concept and how to use it.
16. **Work More With Virtual Staff.** How to provide full service and avoid the problems in working with free-lance contractors.
17. **Avoid New Business Mistakes.** Learn what you should, and should not, do in your marketing program.

AMR Roundtables are structured for peer discussion of specific common challenges and as a forum for an open exchange or experiences, ideas and solutions.

You'll go home with many ideas for a full-spectrum approach to building a more profitable business.

Let's see, that's at least 17 reasons plus an A-Z overview, a creative learning environment and stimulating colleagues for a grand total of 19 reasons you should not miss this AMR Management Roundtable.

And, one more reason: Our 100% satisfaction guarantee. If you don't feel that you got your full value we will immediately refund your tuition.

17 Reasons to Attend

Moving Up to the Next Level

SUCCESS

"Failure to prepare is preparing to fail."

"Don't mistake activity for achievement."

John Wooden

Achievement

True Success comes only to an individual by self-satisfaction in knowing that you gave everything to become the very best that you are capable of.

"Success is peace of mind which is a direct result of self-satisfaction in knowing you made the effort to become the best of which you are capable."

Business is a good game - lots of competition and a minimum of rules. You keep score with money.
Atari founder Nolan Bushnell

