



Account Management is a multifaceted obligation to build client relationships and company profitability. Do you want to improve your agency's client service and your profitability?

The Account Executive is a liaison between the company and the client. It's not an easy proposition.

ACCOUNT MANAGEMENT BOOTCAMP 2.0

Training Account Executives to Manage for Profit, Client Retention and Efficiency in a Changing World.

Account Management BootCamp is a 18 hour workshop for account service personnel that will teach them both the tactical and strategic sides of working with clients and the agency. Not a lecture. This is a dialog where participants get all their questions answered. The two days with AMR gets high ratings for learning and improving client management skills.

Agenda Highlights include:

- ✓ Expectations: agency, client, you
- ✓ Getting to the "C" Suite
- ✓ Managing for profit
- ✓ Turning projects into campaigns and into programs
- ✓ Social media discussion
- ✓ Marketing Briefs and Creative Briefs
- ✓ Changes and the OTO Rule
- ✓ Strategic Program Development
- ✓ Understanding the client's objectives
- ✓ Time Management for account management staff
- ✓ Positioning/Branding: Marketing tool
- ✓ Essentials for client presentations
- ✓ Pricing for Profit. How much does it cost? Pricing / Estimates vs. Authorizations
- ✓ Communication Styles

Account Management BootCamp asks attendees to participate in discussions and work as a team member to solve case study problems.

Who should attend?

All client service personnel who need to know what clients expect and how to meet their ever-changing needs. Account Executives, Coordinators and Project Managers.

Limited to 35 participants

MONDAY, DAY ONE

More than Basic Training

What is your job all about? What are your responsibilities? Your accountabilities? Your authorities? Account Management vs. Project Management. You will learn what management looks for when considering promotion and increased compensation?

The AE as a business manager: What do you need to know to run a group of accounts? What are the client expectations of you and the agency; the agency's expectations of you; and, your expectations of the agency? You will learn how to bring all of this together and grow your accounts. Once you learn your client's business, you can become involved in building solutions to their problems and becoming involved more in the client's company.

Agency Profitability: Revenue vs. operating funds vs. profits. "Is this client profitable?" "Is this job profitable?" Building profitable internal estimates and client authorizations. What is the difference? You will learn the basics about project, client and agency profitability and what your role is in building all of them. This segment is AMR's AGI\$ workshop for AEs.

The Marketing Brief vs. the Creative Brief:

What is the difference? How to make it easy for the team to get it right the first time. Which one really translates into a strategic scope of work? There is a BIG difference, and we will teach you why you must be able to do a simplified Marketing Brief for the Creative Brief to be meaningful and create measureable results for the client, and the agency.

Working with the Client and the Agency

Creative/Production Groups: Complete process from client input through billing. How to communicate and motivate your team? The creative and production process are one of the most important areas in the company. We will teach you how to be "the AE the creative department wants to work with."

Change Orders: Defined. How do you handle them, and what is your client's responsibility? Learn how to avoid confusion and to be comfortable asking to get paid for the "changes" the client requested.

Presentations: Good work is "killed" by poor presentations. What are the simple features of a winning presentation? You

and your team will have multiple opportunities to make group presentations to your peers. Practice makes perfect, and if you learn how

improve your success rate in getting projects, creative and budgets approved.

Throughout the two days we will present case work for the teams to prepare and present. AMR believes that collaboration in the class room is one of the best ways to apply recently acquired knowledge and methodology.

TUESDAY, DAY TWO

Conquering the Obstacle Course

The Critical Nature of Positioning and Branding: The concept of positioning and its relationship to market segmentation. You will learn why positioning is critical to becoming involved with the client's brand work.

Social Media: a new set of problems where the bar is always moving higher. Is the agency "walking its talk?" What programs can you provide to your clients? What about Facebook, LinkedIn, Twitter, and Mobile? Just how BIG is the future for your agency in this segment?

Time Management: Learn how to fix your time management issues. Discover what techniques work for managing the workday. Learn how to eliminate some of the interruptions to have larger blocks of time to get the work done and have a life outside the office.

S.W.O.T. Analysis: Identifying the GAP and how to use it in a negotiation. The 5 magic words in building profits and

discovering better solutions and creative work. Actual case studies. Learn how the AMR program will help you identify the right budget for the work to be done and show the client their return on their investment.

Pricing for Profit: Return on Investment (ROI) and Value Pricing vs. Hourly Rates, Markups and Commissions

Communication Styles: Which of your clients are "headlines, illustrations, body copies, or logos"??* They all communicate in a different way. Learn how to work with each of them.

A Little Extra: Ten things you should know about being an Account Management person. Tips from one of the most successful female entrepreneurs we have known.

*© Stuart Sanders Consulting.

MEETING LOCATION

The Monte Carlo Resort & Casino—Las Vegas, NV

AMR has had the Monte Carlo set aside sleeping rooms for workshop attendees. The room rate is \$75 including resort fee and taxes for Sunday and Monday nights. If you choose to arrive before Sunday, or stay Tuesday night, the hotel will honor the rate if they have rooms available.

The Monte Carlo Resort & Casino
3770 S. Las Vegas Blvd
Las Vegas, NV

Reservations: Call 1-800.311.8999 You must identify yourself as an attendee at the Account Management BootCamp hosted by Agency Management Roundtable. Use Group Code XAE02 to get the AMR rates.

Meeting Tuition Refund Policy : The fee covers the AMR meeting and all materials. Cancellations received before January 15, 2012 will be refunded in full, less \$50 handling/processing fee. Cancellations received after January 15th are not refundable, but will be credited toward any future AMR meeting, products or services within one year from the date of this AMR meeting.

THE FACULTY



Dave Wood is the founder and principal of Agency Management Roundtable in 1994. He is a former advertising agency owner. His agency specialized in developing marketing programs for clients in B2B and B2C categories.

He holds degrees in Economics, Marketing, and Business Organization and Finance.

For many years, he has written MarketWise, a newsletter for owners of small marketing communications agencies. He has also contributed four agency operations and management manuals: The Agency User's Manual, The Master Planning Process, The AMR Policy and Benefits Workbook, and How Marketing Makes the Advertising Work.



Mike Carlton has spent most of his life in and around advertising agencies. For over a quarter of a century he served in various agency functions, including general management and ownership in a 150-person shop. Along the way he held offices in the AAAA, agency networks, and became a frequent writer and speaker on agency issues.

In the 1980s he founded Carlton Associates Incorporated, a consulting firm that focuses on agency operational and management challenges.

His consulting, systems and international work has taken him to agencies all over the world. The client roster numbers more than 100, including strong, mid-size independent agencies, offices of global agency organizations, as well as successful smaller shops. He currently serves on the advisory or corporate boards of a number of agencies and related firms.

REGISTRATION FORM

AE BOOTCAMP 2.0 – LAS VEGAS

February 20-21, 2012

PLEASE SCAN/EMAIL YOUR COMPLETED FORM TO DAVE@AGENCYROUNDTABLE.COM

Attendee Name 1: _____

Attendee Name 2: _____

Agency: _____

Address: _____

City: _____ State _____ ZIP _____

Phone: _____ Fax: _____

URL: _____

Email Attendee #1: _____

Email Attendee #2: _____

	Number	Tuition per attendee	Total Tuition
First Attendees	1	\$ 695	\$ 695.00
Additional Attendees		\$ 645 each	\$
			\$
		Total Tuition	\$

Questions? Call 623-266-8981

My check is enclosed ____ Please charge to my: ____ VISA ____ MasterCard ____ American Express
 Make checks payable to Agency Management Roundtable LLC (Fed ID# 68-0607877)

CC Acct # _____ Expires _____

Name on credit card: _____

Billing Address: _____

City: _____ State _____ ZIP _____

Reservations should be sent to Agency Management Roundtable at dave@agencyroundtable.com

Agency Management Roundtable LLC - 16841 W Villagio Drive, Surprise, AZ 85387

Phone: 623-266-8981

HOTEL ACCOMMODATIONS

The Monte Carlo Resort and Casino
Las Vegas, NV
Hotel Reservations: 702.730.7000
AMR special room rate is \$75 + tax per night.
(Includes resort fee and free internet in your room.)
When making reservations use code XAE02



16841 W Villagio Drive
Surprise, Arizona 85387
Our 17th year helping marketing communication firms reach the next level!