

Every company needs
financial balance.

A company involved in
interactive, public relations,
advertising, graphic design, or
another marketing
communication discipline will
get the advice they need to
grow, be financially sound
and recognize both
opportunity and challenge.



Financial Firepower Workshop

Increase the Performance of Your Marketing Communications Firm

Scottsdale—October 29 & 30, 2009

Agency Management Roundtable: Helping marketing firms move up to the next level.

The Lighthouse

The Nova Scotia lighthouse, or any lighthouse is just a symbol for what we think represents the isolation owners of small marketing firms feel in their own markets.

We just can't go across the street to a competitor and ask about the business and expect to get a straight answer. So, we go to our bankers, accountant or trusted friends to get some advice and direction.



The problem? All are willing to help, but not one of them has the experience of owning a marketing agency. They just haven't experienced the challenges we face.

Fifteen years ago, I decided to create the Management Roundtable where owners from different markets could come together in groups of 12-15 and learn the finer points about operating the business. I was amazed at the response.

There is just something different about sitting in a boardroom with a few people with common interests instead of sitting in an auditorium with 40 to 100 people listening to speakers. There just isn't any interaction between participants until the conversations during refreshments and meal time.

The ability to sit one-on-one or with a small group and candidly discuss challenges of operating a small market firm at a Management Roundtable has proven to be of tremendous value.

While the Nova Scotia lighthouse keeper may be somewhat isolated, you don't need to be. You can participate in Management Roundtables with your peers and learn how to really get the most out of your firm.

Dave Wood / Founder, Agency Management Roundtable

About Us

We are a pretty simple outfit. As a consulting company, we work only with privately owned marketing firms who have less than 25 people on staff. Most of our clients have 8 to 15 employees and are spread from Maine to California and Florida to Washington State. We pretty much stay in the lower 48 states, although several of our AMR networks have held semi-annual meetings in Hawaii, Canada and Mexico.

The essence of AMR management consulting is to help clients obtain information and advice which leads to a real and lasting solution of a problem.

We are well known for our determination to help clients develop agency positioning/branding; set goals and business planning; organizational, management, financial, marketing and operating system/process strategies. These don't have to be difficult to understand or implement. We just remind our clients you need to spend some time working "on" the business as well as time working "in" the business.

Our clients include advertising agencies, graphic design and public relations firms, media service and interactive firms. AMR programs are geared to agency owners, senior managers and their account service staff.

Management Roundtables are boardroom style meetings where 12 to 15 agencies from non-competing markets come together for intense training and open collaboration. Programs concentrate on the organization and optimization of your business.

Workshops are designed for training staff and managers. The two most popular workshops are the Account Executive BootCamp and Financial Firepower.

This year, by popular demand, we have put together the Strategic Account Management Workshop that will focus on selling solutions to a client's business problem. What a client buys is not social marketing or a direct mail program, they buy a solution to their problem.

Financial Firepower Workshop

Increase the Performance of Your Marketing Communications Firm

First of all, this is a workshop limited to 10-15 attendees because we feel it is important for everyone to have the opportunity to explore and discuss the material. You are not seated in a room with 40-50 other attendees listening to a lecture. You are one of 10-15 people seated in a boardroom participating in your learning experience.

Second, you can't cover all the material 15 minute sound bites. This is a two-day program that provides enough time to discuss and explore topics about company financial strategy. No lip-service. Solid, useable information you can put to work when you get back to the office. There are just too many myths about marketing communications finances. We will help you sort out fact from fiction.

Financial Firepower was developed especially for principals, financial managers, operation managers in marketing communication firms (advertising, design, interactive, and public relations). Our objective is NOT to turn you into a "bean counter". We want you to learn how to use the numbers to your advantage.

Most owners of small marketing firms have not had specific accounting training other than what they may have learned from their accountants. Our mission with Financial Firepower is to make it easy to understand how the firm is performing and then how to leverage the results for even better profits and growth

And, of course, Financial Firepower is about the benchmarks you should use to operate profitably. You will learn about the AMR Report Card and the Magic Spreadsheet. Now, instead of just getting the numbers, you read the key metrics with dynamic charts.

As the market changes, so does the way you charge for your work. Value pricing, fees, hourly rates, project pricing and return on investment all are discussed in detail. You will learn the pros and cons of each, and the best time to implement change.

You will learn what salaries other marketing firms are paying for various positions; healthcare benefits; vacation pay, holidays, personal time off; profit sharing, and more.

And, yes, we will discuss dedicated software programs such as Advantage, Clients & Profits, Quick Books, Function Fox, Workamajig (formerly Creative Manager Pro) and others.

FRIDAY MORNING SPECIAL SESSION: Business Valuation, Merger or Sale.

Who should attend?

Principals, financial managers, operation managers

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.



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

Dave earned degrees in Economics, Marketing, and Business Organization and Finance.

Financial Firepower Workshop

THURSDAY, DAY ONE

- 7:30 a.m. Continental Breakfast in the meeting room
- 8:00 a.m. Welcome to Financial Firepower
Announcements: Meeting information, schedules, general housekeeping
- 8:15 a.m. Introduction of Agencies: Each agency introduces itself, give a general profile
- 8:30 a.m. AMR Money Management Fundamentals
- Adjusted Gross Income
 - Salaries • Overhead • Other Income/Expense • Net Profit
 - Key Benchmarks and Performance Targets
- 10:00 a.m. Break
- 10:15 a.m. Financial Statements that Make Sense
- AMR Suggested Chart of Accounts Format
 - AMR Suggested Income Statement & Balance Sheet Format
- 11:00 a.m. The Revenue Streams
- Fees / Retainers
 - Billing for Time (Do you still do this?)
 - Mark-ups and Commissions (How can you do this better?)
- 12:00 noon Lunch.
- 1:30 p.m. Source Documents
- Time Sheets
 - Purchase Orders
 - Media Orders
 - Estimates versus Authorizations, and more....
- 3:00 p.m. Break
- 3:15 p.m. Six Points for Better Financial Management
- Balance your client base
 - Control Costs
 - Profits and Sales Techniques
 - Consistent Source Documents
 - The Right Invoicing Policy
 - Management Software
- 5:00 p.m. Adjourn for the day.

Go to the next page for Friday's agenda

Financial Firepower Workshop

FRIDAY, DAY TWO

- 8:00 a.m. Continental Breakfast in the meeting room
- 8:30 a.m. The Numbers: They can be very simple to understand
- Computing cost accounted hourly rates (for internal purposes)
 - Billable Employee Hours—how many?
 - Full-time Equivalents (FTE) and Profitability
 - Value Prices and Profit Participation
 - Who decides what is billable and what is not?
 - Forecasting and setting objectives
- 10:00 a.m. Break
- 10:15 a.m. Management Financial Dashboards
- Developing the Metrics: Full-Time Equivalents
 - AMR's Agency Report Card
 - AMR's Magic Spreadsheet
- 12:00 noon *Lunch on your own*
- 1:30 p.m. Company Valuation
- The Determining Factors
 - Strengths and Weaknesses of a Merger
 - Selling to Employees
 - Selling to an outsider
- 3:00 p.m. Adjourn

Meeting Location

Scottsdale Marriott Suites / Old Town
7325 East 3rd Avenue
Scottsdale, Arizona 85251 USA
Phone: 1-480-945-1550

AMR has not contracted for any sleeping rooms at the Marriott because sometimes it is easier/less expensive to make your reservations on line. Other hotels in the immediate area, within walking distance:

Courtyard Scottsdale Old Town
3311 North Scottsdale Road
Scottsdale, AZ 85251
480-429-7785

Hilton Garden Inn Old Town
7324 East Indian School Road
Scottsdale, Arizona, USA, 85251
480-481-0400

Hyatt Summerfield Suites – Old Town
4245 N Drinkwater Blvd
Scottsdale, AZ, 85251
866-539-0036

Meeting Tuition Refund Policy:

The fee covers the AMR meeting and all materials. Cancellations received 30 calendar days before the meeting will be refunded in full, less \$50 handling/processing fee. Cancellations 15-29 days prior to the meeting 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. Tuition for cancellations received within 1-14 days prior to the meeting will be not be refunded or credited.

REGISTRATION FORM

Financial Firepower Workshop

October 29-30, 2009

PRINT OUT THIS FORM AND FAX IT TO 623-266-8982 OR CALL 623-266-8981

Attendee Name 1: _____

Attendee Name 2: _____

Agency: _____

Address: _____

City: _____ State _____ ZIP _____

Phone: _____ Fax: _____

URL: _____

Email Attendee #1: _____

Email Attendee #2: _____

Register by September 18, 2009 to take advantage of early registration discount

	Number	Tuition per attendee	Total Tuition
Number of Attendees		\$ 795 each	\$
Early Bird Discounts		\$ 100 each	
AMR Network Members		\$ 595 each (no early registration discount)	
		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:

FAX: 623-266-8982 Phone: 623-266-8981 Email: dave@agencyroundtable.com

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

MEETING LOCATION

Scottsdale Marriott Suites Old Town
7325 East 3rd Ave Scottsdale, AZ
Phone: 480-945-1550

See the list of hotels within walking distance to the meeting hotel.



16841 W Villagio Drive
Surprise, Arizona 85387

Our 14th year helping small agencies reach the next level!

Refund Policy: The fee covers the AMR meeting and all materials. Cancellations received 30 calendar days before the meeting will be refunded in full, less \$50 handling/processing fee. Cancellations 15-29 days prior to the meeting 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. Tuition for cancellations received within 1-14 days prior to the meeting will be not be refunded or credited.

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