

ACCOUNT EXECUTIVE BOOTCAMP – The AE of the Future

This is a must meeting for all client-facing staff members who are going to be an important part of the Agency of the Future.

The impact of new technologies, interactive and emerging media has changed the role of Account Executive. No longer strictly a tactician, the AE must be a strategic thinker who can solve client business problems... not just communication problems.

Not a lecture. AEBootCamp 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.

Want to improve your agency's client service and profitability? Account Management BootCamp is a 16 hour workshop for account service personnel that will teach the tactical and strategic sides of working with clients and the agency. Most AEs in most agencies are a combination of project manager and client contact.

AEBootCamp 4.0 will improve organization and management skills, plus remove many of myths about what it takes to be a solid Account Executive today.

Clients are looking for agencies that have the passion for their (the client's) business. They want client services professionals that can make decisions and know how to get the results they want. There's no sense losing a client once you have them, but many agencies lose clients through poor client program management.

AE BootCamp program is in its 17th year. Some of the topics covered during the two days at AE BootCamp are:

DAY ONE 8:00 a.m. to 4:30 p.m.

- The Account Executive of the Future - How is the position changing? What will the lead account service people need to know and do differently than last year?
- Expectations: What do clients expect from top notch account managers? What does the agency expect?
- The AE as Business Manager - Managing a client or group of clients is similar to operating a business. We will explore everything from your vision for your career, working with agency account teams, managing for growth and profit; and processes and systems that insure quality and profitability.
- Agency Math: How to determine client budgets and control internal costs to produce better agency profits · How much does it cost? Hourly versus Value and performance pricing.
- Managing Your Time: What are three simple things you can do to give you more time every day. How to organize and stay on schedule in the hectic world of a marketing communications agency ·
- The Client Trilogy - including wants, needs and authority of the three levels of client executives you will meet and work with.
- The Tactical Side of Account Management: What do you need in your Account Management Toolkit? Marketing Briefs, Creative Briefs, Scope of Work, Estimates/Authorizations, Change Orders, Billing - The role of an Account Manager supervising projects, campaigns, programs and working with the client and agency staff to produce defined results.
- You Asked For It - A unique session that answers participants' questions posed on the pre-meeting questionnaire.

DAY TWO 8:00 a.m. to 3:00 p.m.

- The Strategic Side of Account Management: Defining strategy and recognizing client challenges and developing solutions.
- Can you develop a business solution without the language of the client's business, using "business-speak" instead of "ad-speak"? Winning presentations use more spreadsheet presentations to demonstrate how the solution affects the client's bottom line. Learn about building a budget defined by the solution to the problem with the AMR Gap and Dollarizing process.
- You Asked For It - Session 2
- Research returns to the agency with simple tools you should know how to use. Creating original research projects to determine a direction or measure the results.
- Creating the Attack Plan: When do you use a S.W.O.T. analysis? Should your approach to writing the plan be based on defensive, offensive, flanking or guerilla marketing strategies? What are they and how do you use them?
- Essentials of Client Presentations - How to make a one-on-one presentation that sells agency counsel and solutions, builds the client's business and wins more business for the agency
- Understanding Communications Styles - Discover how clients, prospects and staff communicate. Then, learn how to talk with them to get the results both of you must have.
- Building Your Business: Every Account Manager is a salesperson. The S.P.I.N. selling and what to do and not do with your role on the pitch team or in a one-on-one presentation.

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

Dave Wood, AMR and Mike Carlton of Carlton Associates Inc. will teach you how to be better and build the business in today's market.

WHEN: September 20-21, 2010

WHERE: Chicago Marriott Downtown

TUITION: \$695 for the first attendee, and \$645 for each additional attendee

FOR MORE INFORMATION: call AMR 623.266.8981

Who should attend?

Client services staff from marketing communications firms (Account Supervisors, Account Executives, Project Managers, and Account Coordinators)

Location:

Chicago Marriott Downtown
540 North Michigan Avenue
Chicago, IL 60611

Hotel Reservations: 800.228.9290

SPECIAL AMR/MARRIOTT ROOM RATE IS JUST \$225 PER NIGHT

Tuition:

\$695 for first attendee
\$645 for each additional attendee

Faculty

David Wood: The founder and former owner of Marketing Associates International, Inc. and founder of the Agency Management Roundtable LLC. He has coached over 200 Management Roundtables and 40 AE BootCamps for more than 2,000 advertising agencies, graphic design studios, interactive and public relations firms in the last 16 years.

The author of four books on small agency operations, new business programming, employee policies, benefits and compensation programs, he also publishes MarketWise, a free e-newsletter offering practical advice for revving up the business side of advertising agencies, PR firms, graphic design and interactive companies.



Mike Carlton: Mike 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.

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