



What a client buys is not advertising, direct mail, sales promotion materials, public relations programs or an interactive initiative, they buy a solution to their problem.

The Strategic Account Manager is a counselor that deals with client business problems and recommends a strategy or strategies to solve the problem. The workshop focuses on how the client's company goes to market, not just on the client's pre-determined projects that may or may not be one of several tactical elements to achieve a strategy.

STRATEGIC ACCOUNT MANAGEMENT WORKSHOP 4.0

The Strategic Account Manager helps to define the strategy and then recommend appropriate tactical materials that will lead the client to reaching defined objectives.

Agenda Highlights Include:

- ✓ How can you position yourself and your agency in a strategic, consultative role instead of being "just another vendor" of tactical marketing communication tools?
- ✓ What is critical about understanding the strategic marketing mix and how it applies to your client's needs?
- ✓ What is the product life cycle and does it's specific phase direct the advertising and social media communication? What is it's critical role in the marketing mix?
- ✓ Who is your client, and why does their position determine what kind of marketing strategy they should use? Are they the leader or one of the challengers?
- ✓ Why does your business improve when you understand your client's driving force in business?
- ✓ How do you use your knowledge of marketing strategy to turn projects into campaigns and campaigns into programs?
- ✓ What are the keys to retaining clients for a long time and becoming their "go-to" agency?
- ✓ How do you build a budget using return on investment concepts?
- ✓ Can you build an effective presentation that addresses the client's needs and wins the business for the agency?

Strategic Account Management Workshop attendees will participate in a practice case study program development and presentation. We ask all attendees to participate in discussions and work as a team member to during this workshop.

The workshop will teach attendees how to develop marketing strategies (and know why one is better than the other) instead of just managing a project the client assigns.

The format of the two day program is presentation and discussion of all topics. Attendees participate in team assignments and practice their presentation skills.

Who Should Attend?

Agency Senior Management and Account Management staff with at least 3 years of account management experience as a project manager, an account coordinator, account executive, key account manager, or as an account supervisor.

Tuition: \$795 for the first attendee, \$695 for each additional attendee

Sessions: 8:00 a.m. to 5:00 p.m. on Monday and 8:00 a.m. to 3:00 p.m. on Tuesday.

Travel & Accommodations: Transportation, hotel costs, lunch and dinner are not included in the tuition fee.

MONDAY, DAY ONE

Positioning yourself and the agency in a consultative role. This is the beginning!

Strategic Thinking & Driving Force -

What do you think happens if you don't understand the client's strategic thinking process that forms their strategic profile? Answers here!

Understanding Offensive, Defensive, Flanking and Guerilla Marketing

Strategy - Competitive market position defines which strategy should be used. A market leader's strategy is different from a challenger's strategy.

Developing Strategy Using the SWOT

Approach - Gathering the critical information and creating a process in which the client has complete

ownership because they gave you all the details. Can you get paid for preparing your carefully crafted recommendations? Yes, you can!

The Marketing Mix - Why do you need to understand the product life cycle, distribution strategy, client/competitor pricing and promotional strategies?

Marketing Strategy Outline - We will explore a complete outline you can use to develop/check the strategy you are recommending to your client.

Building a Budget - When you understand the "gap" between the

client's current situation, and the objective, you can place a value on reaching the objective. You can turn the result into a budget and talk return-on-investment.

Case Study Practice - Teams of 5 attendees will be given a case study via a marketing brief and will be asked to build a strategic plan, budget and ROI. They then will present their recommendations to the group on Tuesday morning.

When you understand the process of strategic thinking, and its use, you can develop "business" recommendations that move a client's business toward clearly defined objectives and goals, or stop them from moving in the wrong direction.

TUESDAY, DAY TWO

Team Case Study Review - Each team will present their recommended strategy, tactics, budget and return on investment. Teams may use any existing technology that is available in the group. The most common presentations are with PowerPoint.

The Essentials for Client Presentations - What makes a good presentation, and what kills a good presentation? We will work with individual, one-on-one and group presentations to sharpen the skills of the individual and teams.

Turning Projects into Campaigns and Programs - When a client/prospect asks you to take on a project, how can you turn that assignment into a campaign,

and eventually into a program using the strategic thinking process of a marketing consultant?

Client Retention - Once you get the client "in the door" how do you keep them for a long time? In today's marketplace, agency retention seems to be on a short leash, but when you become valuable to the client, they want you on their team for a long time.

Open Discussion - This is an opportunity to get additional clarity on some of the topics we have discussed, or to explore other ideas, such as time management, client changes to the project, estimate/authorization process, job/client profitability, and more. Ask us.

Join us on March 26-27 in Las Vegas.
We know that what you learn at this meeting in Vegas
will go home with you and build your career in the marketing arena.
Not everything that happens in Vegas stays in Vegas!

Meeting Hotel: The Monte Carlo Resort & Casino - Las Vegas, Nevada

AMR has had the Monte Carlo set aside sleeping rooms for workshop attendees. The room rate is \$84 including resort fee, plus 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 Strategic Account Management Workshop hosted by Agency Management Roundtable. Use Group Code XAMR03 to get the AMR rates.

Meeting Tuition Refund Policy: The fee covers the AMR meeting and all materials. Cancellations received before February 25, 2012 will be refunded in full, less \$50 handling/processing fee. You may substitute another attendee if the original attendee cannot attend. Cancellations received after February 25 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.

In 1996 Dave formed the first AMR Network, a group of like-minded agencies that wanted to collaborate on agency best business practices, and to learn how to operate a more successful business. Today, AMR has five full networks that meet semi-annually. You can find more information about AMR Networks on the AMR web site, www.agencyroundtable.com.



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.

Mike writes a series of whitepapers on agency topics that can be found on his web site, www.carltonassociatesinc.com

REGISTRATION FORM

STRATEGIC ACCOUNT MANAGEMENT WORKSHOP

March 26-27, 2012

PLEASE SCAN/EMAIL YOUR COMPLETED FORM TO [DAVE@AGENCYROUNDTABLE.COM](mailto:dave@agencyroundtable.com)

Attendee Name 1: _____

Attendee Name 2: _____

Agency: _____

Address: _____

City: _____ State _____ ZIP _____

Phone: _____ Fax: _____

URL: _____

Email Attendee #1: _____

Email Attendee #2: _____

| REGISTER NOW. SEATING IS LIMITED | | | |
|----------------------------------|--------|----------------------|---------------|
| | Number | Tuition per attendee | Total Tuition |
| First Attendee | 1 | \$ 795 each | \$ 795.00 |
| Additional Attendees | | \$ 745 each | |
| | | | |
| TOTAL TUITION | | | \$ |

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

HOTEL ACCOMMODATIONS

The Monte Carlo Resort and Casino
Las Vegas, NV

Hotel Reservations: 800.311.8999

AMR special room rate is \$84 + tax per night.
(Includes resort fee and free internet in your room.)

When making reservations use the special code
XAMR03 to get the AMR rate.



16841 W Villagio Drive
Surprise, Arizona 85387

*Our 15th year helping small
agencies reach the next level!*

Monte Carlo Resort & Casino Accommodations: We have contracted for hotel rooms at a special \$84/night rate. This rate includes the resort fee and free internet in your room. When you call to make your reservations, use the special discount code XAMR03 to get the AMR room rate.

Refund Policy: The fee covers the AMR workshop and all materials. Cancellations received 30 calendar days before the workshop will be refunded in full, less \$100 handling/processing fee. Cancellations 15-29 days prior to the workshop are not refundable, but will be credited toward any future AMR workshop, products or services within one year from the date of this AMR workshop. Tuition for cancellations received within 1-14 days prior to the workshop will be not be refunded or credited.