

The Account Executive is
the liaison between the
agency and the client.

It's not an easy
proposition.

Account management is a
multifaceted obligation to
build both client
relationships and agency
profitability.

Account Service Advanced Training

Training Account Executives to Manage for Profit, Client Retention & Efficiency in our Evolving World
Orange County, CA • October 29 & 30th


AGENCY MANAGEMENT ROUNDTABLE

Account Service Advanced Training

*Training Your Strongest Account Executives to Manage for Profit,
Client Retention & Growth in our Evolving World*

Want to improve your agency's client service and your profitability? AMR's Account Service Advanced Training is a 2 day 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 dialogue where participants get all their questions answered. The two days get high ratings for learning and improving client management skills.

Highlights include:

Agency math

- How your agency makes (or doesn't) money
- The AEs' role in new business
- The AEs' role in profitability

Running your accounts like a small business

- Maximizing profitability
- Five ways to grow existing clients every year
- Creative ways to bring the end users into the mix (and strategy!)
- Getting clients to chase after new business for you

It's not just marketing, it's business

- Finding the root of the pain and solving the business problem
- Build The Master Plan (makes account planning look like sissy stuff)
- Delivering ROI they can measure and understand

And much more.

Your attendee will participate in discussions and work as a team member to solve case study problems.

Who should attend?

Account Managers / Supervisors and your future account management superstars.

Limited to 30 participants

Account Service Advanced Training – Orange County 2012

October 29 & 30th
8:00 – 5 pm – Monday
8:00 – 3 pm – Tuesday

The two day workshop includes several small group breakouts and learning exercises as well, culminating in the Team Exercise/Presentation: Selling By The Numbers.

Your staffers will come back to the office fired up, have a much better understanding of how they can help make the agency and the client more successful and possess the know how to make it happen.

Who should attend: Account Managers / Supervisors and your future account management superstar.

Tuition: \$895 for the first attendee, and \$725 for each additional attendee.

Tuition price per person includes all meeting materials and continental breakfast both mornings. Travel, accommodations and lunches/dinners are not included.

The hotel: We've asked the Fullerton Marriott to set aside sleeping rooms for workshop attendees. The special room rate is \$139 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 hotel is a quick cab ride from Orange County airport (SNA) which makes flying in and out of CA a breeze!

Reservations: Call 1 714-738-7800. You must identify yourself as an attendee at the AMRC event hosted by Agency Management Roundtable.

Tuition Refund Policy: The fee covers the AMR meeting and all materials. Cancellations received before August 10 will be refunded in full, less \$50 handling/processing fee. Cancellations received after August 10th 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.

If you (or your employee) attend the workshop and don't feel as though you got your money's worth – let us know and we will refund your tuition, no questions asked.

Testimonials for AMR workshops

"My AE came back so fired up, she was unstoppable. Within 48 hours, she'd increased one client's AGI to us by 20% for the year. When is your next workshop? I have two employees that I need to get there!"

"Not only did Megan learn a lot at your workshop – she brought it back to the agency and took it upon herself to get the entire account team on board. Now, they're all moving in the same direction!"

"I knew your workshop was worth its weight in gold when Jim came back and started talking to me about client profitability, reducing write-offs and making sure we get a good return on every project. Now he's not just an advertising professional, he's a business professional."

"We've been sending our account staff to your workshop for years and without fail, they come back smarter, more focused and more aligned with the agency's goals. Thanks for being our training department!"

"I don't know how you did it, but the two people who returned from your workshop are not the same two people I sent. They're ready to take on the world. Both have delivered incredible results in the last few weeks, getting stalled clients off the dime and bringing new revenue into the agency. Thank you!"

"Just a quick note of thanks. My AE came back from your workshop with a notebook full of ideas. It took a two hour meeting for her to review them all with me and for us to prioritize which ones to implement first."

"I asked my AEs to put together a quick memo on the three biggest takeaways from your workshop. Neither could limit themselves to three!"

"My account team used the tips you gave them on presentations and just won us a piece of business that's worth about \$75K in AGI to us. The client even comments on how different their presentation was from everyone else's. We're toasting you at our celebration this afternoon!"

The faculty



Drew McLellan

Ad agency owner and agency consultant

Drew McLellan has worked in advertising for 25+ years and started his own agency, McLellan Marketing Group in 1995 after a five-year stint at Y&R.

For the past several years, Drew has been conducting workshops (both public and in house for agencies) for agency principals and staff on how to take their agency to the next level.

Drew was selected by the founder of Agency Management Roundtable (AMR) to succeed him at the helm of the company. AMR is a consultancy for small to medium sized agencies and has been helping agency owners grow their agencies since the early 90s. Drew and his agency had been a member since the company's inception.

He launched his agency's blog in 2006 and it has been on the AdAge Top 150 from the list's inception. His first book, *99.3 Random Acts of Marketing*, was published in 2003 and Drew and Australian marketer Gavin Heaton created the Age of Conversation series of crowdsourced books in 2007. To date, the AOC series has raised over \$50,000 for charity.

Drew launched the AMR blog earlier this year and hopes it will be a great resource to agency leaders.

Drew's often interviewed/quoted in *Entrepreneur Magazine*, *New York Times*, *CNN*, *BusinessWeek*, and many others. The *Wall Street Journal* calls him "one of 10 bloggers every entrepreneur should read."

Over the years, Drew has lent his expertise to clients like Hoover, Nabisco, IAMS pet foods, Kraft Foods, Meredith Publishing, John Deere, Iowa Health System, Make-A-Wish, and a host of local and regional clients as well.

When he's not hanging out with agency owners/staff, Drew spends time with his family and pondering why the Dodgers can't seem to get back to the World Series.

Drew has a Master's Degree from the University of Minnesota but alas, he cannot remember their fight song.

**REGISTRATION FORM
ACCOUNT SERVICE ADVANCED TRAINING– ANAHEIM, CA
OCTOBER 29-30, 2012**

**PRINT OUT THIS FORM AND FAX IT TO 515-251-3174 OR EMAIL TO:
TOPDOG@AGENCYROUNDTABLE.COM**

Attendee Name 1: _____
 Attendee Name 2: _____
 Agency: _____
 Address: _____
 City: _____ State _____ ZIP _____
 Phone: _____ Fax: _____
 URL: _____
 Email Attendee #1: _____
 Email Attendee #2: _____

Register by September 28, 2012 to take advantage of Early Bird pricing

	Number	Tuition per attendee	Total Tuition
Number of Attendees		\$ 895 each /AMR Network - \$795 each	\$
Early Bird Discounts by 9/28		\$ 50 each	\$
2 nd + attendee		\$725 each /AMR Network - \$625 each	\$
Total Due			\$

My check is enclosed _____ Please charge to my: _____ VISA _____ MasterCard _____ American Express

Make checks payable to Agency Management Roundtable Midwest

CC Acct # _____ Expires _____

Name on credit card: _____

Billing Address: _____

City: _____ State _____ ZIP _____

Reservations should be sent to Agency Management Roundtable at:

FAX: 515-251-3174 Phone: 515-989-1470 Email: TopDog@agencyroundtable.com

Agency Management Roundtable Midwest – 1430 Locust Street, Des Moines, IA 50309

HOTEL ACCOMMODATIONS

Fullerton Marriott
 2701 East Nutwood Avenue
 Fullerton, CA 92831
 Room rate: \$139 per night
 Reservations: Call 1 714-738-7800 and use event
 code AMRA.



Or register online: <http://drewmclellan.me/Qlh10T>

About Agency Management Roundtable

We're a pretty simple outfit. As a consulting company, we only work with privately owned marketing firms who have, on average, less than 50 people on staff. Most of our clients have 8 to 25 employees and are spread from Maine to California and Florida to Washington State. We've got a few clients in the UK and Canada as well.

The essence of AMR management consulting is to help our agency clients obtain information and advice which leads to a more profitable agency with fewer headaches and aggravations.

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 help our clients figure out how 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.

We also offer a social media workshop. It's not about how to do social, it's about how to leverage it to position yourself, to get inbound new business leads and to change the playing field on which you compete.

Workshops, AE Boot Camp, are designed for training staff and managers.

This year, by popular demand, we have also put together the Account Service Advanced training for senior account staff that will focus on selling solutions to a client's business problem.

Our clients say we have literally altered the course of their business. That feels pretty darned good.

Most agency owners are like lonely lighthouse keepers

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.

Almost twenty years ago, we 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. We were 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 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.

Drew McLellan, Top Dog, Agency Management Roundtable


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