

**Content marketing/social media
is alone in its ability to be a
successful touchpoint at every
phase of the client lifecycle.
It generates leads, nurtures leads
and reinforces their
buying decision.**

**Smart content rarely has an
expiration date. It generates web
traffic, qualified leads and
removes a prospect's barriers
every day of every month.**

It's your new business annuity..

Social Media Workshop

Helping Agencies Craft A Content Marketing Strategy that Will Drive Leads and AGI
Chicago, IL • September 24 & 25, 2012


AMR
AGENCYMANAGEMENTROUNDTABLE

Social Media for Agencies

*Helping Agencies Craft A Content Marketing Strategy that
Will Drive Leads and AGI*

Learn how to "do" social media and create a content strategy that drives leads to your door. It's time for your social media efforts to result in real, qualified new business leads.

Don't do social because you think you have to. Do it because it's generating new revenue!

Your agency needs this workshop if:

- You want better inbound leads
- You want SEO results that are relevant and will drive sales
- You want to leverage your social efforts into speaking engagements that position your agency as the expert
- You want to be able to use your results to sell social to clients
- You don't want your clients to call you out on the fact that you sell social but you don't really do social

Learn from an agency owner who has taken his agency from being a nice boutique shop in the Midwest to being quoted in the *New York Times* and having *The Wall Street Journal* call their blog "one that every entrepreneur should read."

Best of all -- learn how they leveraged their social media efforts into a 150% increase in AGI.

This workshop isn't about theory. You'll leave with a robust plan that outlines exactly what you're going to do, how you're going to get it done, and how you're going to measure the results!

If it doesn't work, we'll refund your workshop fees, no questions asked.

Who should attend: Agency owners, senior level decision makers, agency and account management staff who can use the techniques not only for your own agency efforts but as a guideline for getting clients on board

Social Media for Agencies – Chicago 2012

September 24 & 25, 2012

8:30 – 5 pm – Monday

8:30 – 3 pm – Tuesday

In this two day workshop, things are going to get personal. We're going to talk very little theory – but instead dig in and build your agency a social media/content strategy that identifies exactly who are you are talking to, what they need to hear from you and how you're going to get it done.

The workshop includes several small group breakouts and learning exercises as well. You will leave with a detailed and robust plan of attack that will impact SEO results, generate new business leads and translate to revenue.

Who should attend: Agency owners, senior level decision makers, agency and account management staff who can use the techniques not only for your own agency efforts but as a guideline for getting clients on board

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 Chicago Marriott Downtown to set aside sleeping rooms for workshop attendees. The special room rate is \$229 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.

Chicago Marriott Downtown
540 N. Michigan Ave
Chicago, IL

Reservations: Call 1-312-836-0100. You must identify yourself as an attendee of the Agency Management Roundtable workshop to get the discounted rate.

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

"Not only did you completely open our eyes about how we were missing the mark in terms of how we were doing social, but you basically helped us outline our entire new business strategy!"

"Wow! After spending two days with you, we were fired up, motivated and unlike a lot of workshop highs, we actually had a plan to implement so it didn't just dissipate after a couple days."

"There's no doubt in my mind that we're going to use what you taught us for our own efforts. But we're also going to use your workshop as a model for how to teach our clients about content marketing. It's only been 8 days since your workshop, but we've already booked a client to go through our new workshop – for a \$10,000 fee!"

"I've known for a long time that we had to get on this social media train but it always seemed like this huge time suck and I didn't want my people lost in it. Now I understand what an investment it is and how we can reap real benefits."

"The idea of being in a two-day workshop makes my skin crawl but your teaching style and the content made both days fly by. Thanks for forcing us to sit down and think through this stuff so we don't get left behind."

"Thank you. I didn't get it and now I do. You talked in business terms, not geek talk, and helped me see the business applications/reasons for getting on the social media train."

"I've read a lot of books on social and I thought we had a handle on it. But you taught me a whole new level of how to really use this stuff as a new business tool, an employee recruitment tool and to build my agency's brand."

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.

Thanks to his agency's social media efforts, 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
SOCIAL MEDIA FOR YOUR AGENCY – CHICAGO, IL
SEPTEMBER 24-25, 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 10, 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 09/10		\$ 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

Chicago Marriott Downtown
540 N. Michigan Ave, Chicago
312-836-0100
\$229/night

Use code: Agency Mgmt Roundtable to get special
room rate.



*Our 17th year helping small
agencies reach the next level!*

Or register online at: <http://drewmclellan.me/TYDCkD>

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 100 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 owner workshops specifically focused on running your agency in a way that maximizes your bottom line every year and looks at the operational side of agency management.

Our AE training offerings are for both relative newcomers to the job and seasoned veterans. We teach your AEs how to grow your clients and build your business.

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 lighthouse keeper 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 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

