



Philly Council

Show Me The Money

AMERICAN ASSOCIATION *of* ADVERTISING AGENCIES

Professional Development Seminar
4A's Philly Council

The Union League of Philadelphia
140 South Broad St. | Philadelphia
Tuesday, March 10, 2009

Show Me The Money

Tuesday, March 10, 2009 Sponsored by 4A's Philly Council
The Union League of Philadelphia | 140 South Broad St. | Philadelphia
(215) 563-6500

Attention:

- Account Managers
- Creative Directors
- Production Managers
- Public Relations Managers
- Interactive Managers

In today's economic challenges, agencies need to pay more attention than ever to getting the money right. Account leaders need to understand how their agencies make money, how to make sure the agency is getting paid and making a profit, and how to avoid common financial mistakes.

Too often, agency people are brilliant in their disciplines, but less familiar with the financial realities of the business. Some managers were never taught how agencies actually make money in the first place. But it's how client work is managed that determines whether an account will yield its anticipated profit, no matter what the compensation agreement says.

In this workshop, account people and others who work with clients will learn how an agency makes and loses money, how to protect the agency's financial interests with clients, and how to increase income on existing accounts.

Workshop participants will learn how to work with creative and production departments to monitor changes in projects and keep estimates up-to-date. They'll understand why money write-offs are so much more damaging than time write-offs, why both should be avoided, and why keeping accurate time records is so vital. Account managers often don't realize how critical the billing and receivables functions are to a productive client relationship - or exactly what their responsibilities are in those areas. In this one day, they'll learn that and more.

Who Should Attend

This workshop is useful for anyone from junior AEs to account supervisors, as well as creative, production, direct, digital, public relations and promotion managers who have financial responsibilities on their accounts.

About Your Seminar Leader

Sheila Campbell is president of Wild Blue Yonder, a consulting firm based in Washington, DC. She conducts training sessions in managing client relationships, leading integrated accounts presentation skills, creative thinking and leadership issues for agencies across the country. Before starting Wild Blue Yonder, Sheila spent her career in account management and agency ownership herself.

She has a masters degree in organization development from The American University and has taught strategy and creativity in the MBA program at Johns Hopkins University. She is co-author, with Merianne and Jeff Liteman, of *Retreats That Work: Everything You Need to Know about Planning and Leading Great Offsites* published by John Wiley & Sons in 2006.

Sheila's 4A's workshops consistently earn the highest scores from their participants.

Workshop Curriculum

In this workshop, participants will learn about:

- The financial structure of the agency business
- Account managers' financial responsibilities to client and agency
- The real costs of write-offs
- Client mindsets concerning budgets and financial matters

And they'll learn how to...

- Read client compensation agreements to recognize if the agency is getting paid correctly for its work
- Ask the right questions to prevent billing errors
- Confidently discuss money issues with clients
- Handle the agency's big mistakes...
 - ...protect the agency's interests
 - ...recover
 - ...satisfy the client without taking a big cash loss
- Oversee client receivables so that they're paid on time
- Provide correct and timely billing
- Read and production estimate and present it to the client
- Recognize opportunities for increasing agency revenue
- Track a client's budget
- Use cost-accounting reports for more effective time management

Participants will work with actual agency contracts, estimates and other agency money-related paperwork to aid in their understanding of the financials they encounter at the office.

Seminar Schedule

8:30 AM	Registration and Continental Breakfast (<i>included in your registration fee</i>)
9:00 AM	Seminar Begins
12:00 NOON	Lunch (<i>included in your registration fee</i>)
4:30 PM <small>(APPROXIMATELY)</small>	Seminar Concludes

Registration Fee

\$295 per person, 4A's members only

How To Register

- 1) Go to www.aaaa.org.
- 2) Login to the 4A's Web site using your company e-mail address.
- 3) If you do not have an account on the 4A's Web site, create an account using your company e-mail address.
- 4) Click the "Events" link on the 4A's homepage.
- 5) Locate your desired event.
- 6) Click register online. NOTE: Each registrant MUST login to the 4A's Web site to register him or herself for an event. Once the first attendee has registered, he or she may register additional attendees.

Questions or problems registering for your event? Contact Cecilia Graham, cecilia@aaaa.org, 212-850-0756.

Cancellation Policy

Excluding a \$25 processing fee, refunds will be granted only if requests for cancellation are received by 4A's in writing by Tuesday, March 3, 2009. Substitutions will be allowed provided arrangements are made with 4A's. No refunds will be allowed after this date.

For More Information

Contact Cecilia Graham (212) 850-0756 or cecilia@aaaa.org