



# Leadership for Integrated Accounts

Managing accounts  
with numerous disciplines  
and challenges

AMERICAN ASSOCIATION *of* ADVERTISING AGENCIES

**Professional Development Seminar**  
4A's Mid-Atlantic Council

UMUC Inn & Conference Center by Marriott  
3501 University Boulevard East Adelphi, MD  
Thursday, March 12, 2009

# Leadership for Integrated Accounts

## Managing accounts with numerous disciplines and challenges

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UMUC Inn & Conference Center by Marriott | 3501 University Boulevard East  
Adelphi, MD | (310) 985 7300

In today's marketing world, account managers have an increasingly complex job. They not only have to speak knowledgeably about traditional and ever-evolving new methodologies with clients, but they must manage complex accounts where their teams come from numerous disciplines: digital, promotion, events, public relations, direct, experiential and more. The people in each discipline have their own ways of approaching marketing challenges.

In this one-day workshop, account managers will learn how to manage these conflicting priorities and forge a career path built on the strengths their agencies will need in the future.

The workshop will be highly involving. It will include these segments:

### Excellent Performance by Account Leaders

Many younger account managers aren't sure what management expects from them. They often focus their attention on an undefined idea of their career path. The major areas of responsibility for account managers in most agencies are these:

- Growing revenue on their accounts
- Working with other disciplines to insure top quality work and great creative
- Planning and managing effective marketing campaigns for their clients
- Managing the internal work of the agency for effectiveness and profitability
- Insuring that the client has a positive relationship with the entire team

Participants will be asked to rate themselves in each area to determine where they need to improve their skills.

### Best Practices in Managing Complex Accounts

Using experiences from agencies who are successful in integrating multiple disciplines, participants will learn how to...

- ...navigate the different approaches of each discipline
- ...keep multiple elements organized
- ...speak knowledgeably to clients
- ...keep their own skills and knowledge bases up-to-date.

## **How to Work More Effectively with Other Agency Disciplines**

The agency can't produce great work unless account leaders learn to partner more closely with creative, interactive and other teams, rather than resist them. This segment covers how to use creative briefs to evaluate work, understanding the differences in the ways that creative and account management work, how to sell great work, and how to partner with creative teams.

## **What Are Your Priorities in Account Management?**

Working from a list of typical account management activities, participants will reflect on how they're focusing their attention. They will learn to develop forward-thinking leadership and look for more opportunities to grow revenue and provide value for the client.

## **Account Leadership Strategy**

It's not so common that account managers take time to write strategies for how they'll provide thought-leadership and growth opportunities with their clients. Here each person will begin to build a strategy for client leadership.

## **Keeping Your Skills and Knowledge Fresh**

Account managers must read the client and marketing industry trades, plus thought-leadership books, blogs and journals. Together we'll review some essential reading and other ways to stay current.

## **How to Grow Income from Existing Clients**

Account managers must always know where they'd next like to lead the client. Business Leaders need to be constantly picking up cues about what their clients are interested in and how the agency can be of more value. They need to know the process for persuading clients without over-selling them.

## **The Secrets of Great Meetings**

A well-designed meeting takes time to plan...and to complete all the follow-through. We'll talk about how to effectively design a meeting, run it well and record decisions for follow-up, as well as basic presentation tips (use of PowerPoint, for instance).

## **Enriching Client Relationships**

Even in the midst of very active projects, account managers must also pay attention to enriching the relationship with the client. We'll talk about how to generate those ideas without spending unbillable time. Then participants will plan for what they'll do in the next three months.

## **Commitments to Leadership**

Account managers will be asked to reflect on what they'll change in the way they lead their accounts as a result of this workshop. They'll make a brief action plan for implementing their ideas.

## Workshop Leader: Sheila Campbell

Sheila Campbell is president of Wild Blue Yonder, Inc., a consulting firm centered around organization behavior, creative thinking and leadership, with a particular focus on marketing-oriented organizations. Wild Blue Yonder clients have included the World Bank, the Association of American Medical Colleges, National Geographic Television, America Online and the Boston Museum of Fine Arts, among others. Ms. Campbell has worked with well over a hundred ad agencies, and trade associations including Arnold Worldwide, JWT, Ogilvy Worldwide, the Martin Agency, Euro RSCG, Campbell Ewald, the Institute of Canadian Advertising, the 4A's, and Asociación Mexicana de Agencias de Publicidad (AMAP).

Sheila has a masters degree in organization development from The American University, and she is co-author, with Merianne and Jeff Liteman, of *Retreats That Work: Everything You Need to Know about Planning and Leading Great Offsites*. She has taught strategy and creativity in the MBA program at Johns Hopkins University, and she is Director of the Mid-Atlantic and Kansas City Institutes for Advanced Advertising Studies sponsored by the 4A's.

## 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](http://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](mailto: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 Thursday, March 5, 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](mailto:cecilia@aaaa.org)