



SUBSCRIBER BENEFITS





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AAR: Consultants to the Marketing Industry

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aargroup.co.uk

AAR SUBSCRIPTION.

What it's all about

What we believe in

At AAR we believe in the power of brands to drive growth as a fundamental of business success. The contribution a strong brand can make is just as relevant for marketing services agencies of whatever flavour as it is for the businesses and brands on whose behalf you work.

And every year it seems to get more complicated and harder for agencies. Which developments in technology to back; how to navigate changing attitudes to work that attracts and retains the right talent; how to be a good business citizen and work with like-minded client companies; how to be remunerated fairly for what you do and deliver sustainable growth.

AAR sits at the intersection of where brand marketers, agencies and consultancies meet, which gives us an informed perspective across the marketing ecosystem. Our understanding of what the CMO, their marketing teams and procurement colleagues want from their agency partners is nothing short of gold-dust. This insight is of such value to agencies as you set out to achieve your growth ambitions.

We're here to help

The agency landscape continues to be increasingly crowded with any one agency's competition extending beyond those in your immediate competitive set to new market entrants, new models of engagement and new internal capabilities in your client organisations.

As such the importance of an agency's brand, your go to market story, strategy for growth and tactics to deliver it are crucial if you are to achieve your business ambitions.

The support we offer covers four territories:

1 Consultancy and context

Our team of consultants are continually engaged in conversations with marketing, procurement and in-house agencies, agency leaders, consultants and innovators. This perspective across the landscape offers rich context to the challenges of growing your business. Alongside this we continually invest in research and marketplace analysis, to which subscribers have full access.

2 Winning new clients and retaining existing business

When considering the agency marketplace CMOs have an abundance of choice and the reassurance that the hygiene factors of capability and expertise are table stakes. We are best placed to help you create and maintain a distinct proposition to deliver a competitive edge; and as the agency grows, we can help ensure you are differentiated enough to stand out from your competitors.

Marketers are asking fundamental questions about how to create the right blend of internal and external capabilities as they strive to deliver more effective marketing in a more efficient manner. Business retention is as important as new business success and needs to be factored into an agency's overall growth plans.

3 Upskill and training

Our upskill and training support ranges from being agency specific, according to the individual needs of each agency, to opportunities for group and shared learning experiences. We can discuss and agree the specific requirements you have and recommend an appropriate approach that's just right for you.

4 Community

It's a competitive industry in which we operate, with all agencies trying to achieve the best for their client's business as well as their own. But we are also a community in which we bring together agencies of all types, to share, debate and network. Our New Business Forum, seminars, networking and social events provide an opportunity to meet with colleagues and support a collective voice for the community across the key issues of the day.

Working with AAR

Each subscribing agency has an AAR Practice Lead who has primary responsibility for managing the relationship with the agency.

For new subscribers, we'll hold an initial meeting in which you can set out your expectations and together we agree a programme of engagement across the year.

This will include ambition and measures of success, cadence of meetings and contact, what information to share with us and how often, alongside highlighting whatever is most important to the agency in achieving your growth ambitions.

Subscription operates on an annual basis and each year on the anniversary of your subscription we will check in with you to ask if you want to continue for the next 12 months.

Should you not yet be a subscriber and are interested in becoming one, [please get in touch](#) and we can share details on the cost of subscription for your agency.

Subscription at a glance



Subscription gives you access to a rich mix of knowledge and insight from across our Practice Leads and all consultants at AAR.

All of this is accessed through bespoke consultancy, training, research and open events that suit you and your business best.

This can be delivered one to one or one to many in the agency depending on what's right for you.



Consultancy and context

- What's on the mind of CMOs
- How the agency landscape is evolving
- Creating a clear proposition and go to market story
- AAR research into what agencies invest in their own marketing and new business efforts



Winning new clients and retaining existing business

- Telling your most powerful story
- Better RFIs, building chemistry and the (not so secret) secrets to more successful pitching
- Developing a culture of curiosity
- Getting your retention MI right through measuring the strength of your client relationships
- Hourly rate benchmark data for use in fee negotiations with all clients



Upskill and training*

- Individual agency consultancy
- Integrated Business Development Apprenticeship across creative and media
- Annual training seminar programme with CPD accreditation (see ahead for 2025 programme)
- Next generation leadership training and coaching



Community

- New Business Forum amongst the agency community
- Access to external partners to AAR
- Social events to establish and extend links with colleagues from across the agency landscape

Agency Seminar Programme for 2025

In addition to our one-on-one agency support on winning and retaining business, our upskill programme of training provides the space for you to discuss and share the experiences that are affecting you and the whole industry with your peer group.

The programme runs throughout the year and is aimed not only at continuous development of core skills but also those aimed at helping to tackle issues of the day that we pick up from talking to clients and yourselves.

The 2025 programme will include:

- Integrated Business Development Apprenticeship
- Regular New Business Forums
- Nine core level seminars
- One agency leadership seminar

More on the seminar programme for 2025

As always, we'll be adding fresh topics for 2025 together with the most popular ones from last year, who will be updating and tweaking their content, all aiming to tackle the main issues of the day affecting performance, as well as those around developing core skills and introducing new ones to keep your teams running to the maximum of their potential.

We have been very keen on promoting diversity over the last few years, especially how to bring this into the creative process from the outset. In 2025 we are excited to introduce you to a RNIB

Masterclass on how to create more inclusive marketing campaigns and also learn more about the 2 million people with full or partial sight loss in the UK. This is in support of the wonderful work the teams at MullenLowe and RNIB have been doing in creating a new award category at Cannes for 2025 celebrating 'alt text'. Alt text involves the use of online image descriptions to enable people with impaired sight to visualise pictures. A chance for us to make significant change.

It's never felt harder to network and build those vital connections not only with colleagues but, more importantly, with clients. With all that has changed in recent times this is an opportunity to reset our views on the value of networking. Benjamin Chilcott will provide vital tips and tricks to give you the confidence to build networking into your working days and how to nurture yours over time.

It was Warren Buffett who said 'Feedback is a gift that you should welcome with open arms'. This is an important skill for both those giving and for those receiving, not only as part of one's personal development but also collectively as an agile, working team. We are increasingly working in collaborative times in the pursuit of great ideas to solve what are often increasingly complex problems. Indeed, in the last 100 years more breakthrough ideas have emerged as a result of collaborative environments than from individuals. Lizzie Palmer will explore the power of listening, giving and receiving feedback across these two dynamics with a little dash of improv techniques.

Building on their success from 2024 we will be welcoming back:

- Vonnie Alexander to help you set out the foundations for leadership and the key component parts.
- Kerry Harrison who will share how AI can help those creating content for your agency add craft where it will make the biggest impact. One for your marketing teams.
- Jennifer Clinehens providing a fascinating insight into how to be remembered in pitches with the use of behavioural science.

Finally, returning for 2025 will be Tessa Morton with her latest insights into how we can master 'Presenting' and Vicky Gillan and Tony Spong are back with fresh insights into the art and science of 'Winning continuously'.

Core Level Seminar Programme 2025 (virtual unless otherwise stated)

15 January 2025	Robin Spinks and Nicola Cornwell of RNIB	Seeing Opportunities - How to create more inclusive communications
26 February 2025	Vonnie Alexander	Lessons in leadership
19 March 2025	Kerry Harrison	Supercharge your content creation with AI
16 April 2025	Ben Chilcott*	The art of networking
21 May 2025	Jennifer Clinehens	How to win pitches with behavioural science & AI
25 June 2025	Lizzie Palmer*	How to deliver good feedback
17 September 2025	Tessa Morton	Presenting in hybrid times
15 October 2025	Vicky Gillan and Tony Spong	Winning continuously
19 November 2025	Trenton Moss	Engaging and influencing with storytelling

Agency Leadership Seminar (in person)

14 May 2025	James Renwick and Anni Townend	The Collaboration Paradox
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AAR Events Calendar 2025

In addition to planned activity, we will arrange individual consultancy meetings with agencies as required throughout the year.



JANUARY

15th Robin & Nicola of RNIB:
Seeing Opportunities-
How to create more
inclusive communications

FEBRUARY

25th New Business Forum
26th Vonnie Alexander:
Lessons in leadership

MARCH

18th Integrated Business
Development
Apprenticeship
19th Kerry Harrison:
Supercharge your
content creation with AI
25th Integrated BDA
27th New Business Forum

APRIL

10th Integrated BDA
16th Ben Chilcott:
The art of networking
17th Integrated BDA
24th Integrated BDA

MAY

1st Integrated BDA
7th New Business Forum
14th Leadership Seminar: Walk
the Talk – Finding Your
Collaborative Edge™
21st How to win
pitches with
behavioural
science & AI

JUNE

25th How to deliver good
feedback *in person*
26th New Business Forum

JULY



AUGUST



SEPTEMBER

17th Presenting in hybrid times
18th New Business Forum



OCTOBER

Agency Investment into New
Business and Marketing Report
19th Winning continuously

NOVEMBER

19th Engaging and influencing
with storytelling
in person
27th New Business Forum

DECEMBER

1st Annual Agency
Festive drinks



AAR Agency CV



At AAR, we use Agency CVs to match brands with the right agencies based on their specific requirements. Your Agency CV is a key tool in this process, as we share it directly with brands when they are exploring the marketplace. To ensure you're always considered for the right opportunities, it's essential that your CV is accurate and up to date.

Your Agency CV captures essential information, including your agency's proposition, leadership team profiles, and principal client lists. It also provides space to outline your ED&I policy, initiatives, and ambitions. Additionally, there is a section for submitting your agency rate card, though please note that rate card details are not shared with brands.

The portal is fully integrated with the AAR database, ensuring we always have the latest information about your agency.

To get started or for any support with login and setup, please contact us at: support@aargroup.co.uk.



Meet the team



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