

WORKING WITH AAR

A GUIDE FOR SUBSCRIBERS 2018



The Experts in
Client:Agency
Relationships

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aar

Contents

- 03 A quick introduction to AAR
- 04 Consultancy
- 06 Training
- 11 Data and research
- 13 Networking
- 14 Communications
- 15 Meet the team
- 16 Get in touch

A quick introduction to AAR

Thank you for subscribing to AAR. We're very much looking forward to working with you throughout the coming year and we're keen to ensure you get the absolute most out of your relationship with us.

As well as being considered for all appropriate new business opportunities, there are numerous benefits that come with your AAR subscription, which we'll cover over the coming pages. Please have a read, share with your team and keep as a handy reference guide to make sure you're taking full advantage of the services available to your agency, which include:

- Access to market insight and consultancy throughout the year
- Invitations to a 12 month training programme that contributes to an agency's Continuous Professional Development (CPD) requirements
- Access to research and data across new business activity, agency hourly rates and senior client/agency opinion research
- Networking opportunities with brand owners at our 'Breakfast with...' series of speaker events
- Invitations to social events such as our summer pub quiz and end of year festive drinks
- And we'll be keeping you informed of news and views with regular newsletters



AAR IS A THOROUGHLY
PROFESSIONAL AND
DISPASSIONATE OUTFIT
THAT OPERATES WITH
INTEGRITY AND KNOWS
THE INDUSTRY LIKE THE
BACK OF ITS HAND.
JOHN TYLEE, ASSOCIATE
EDITOR, CAMPAIGN



Consultancy

Access to our consultancy is a key part of your subscription.

Our consultancy is aimed, primarily, at supporting Business Development and agency Senior Management to compete for new business and develop existing relationships more effectively. We act as an impartial new business consultant, advising on everything from agency positioning to pitch presentation techniques and pricing structures.

By tapping into AAR's unique knowledge of the market, you'll be able to access a valuable resource for your agency to be more competitive going forward.

Each agency is assigned a lead Business Director, who acts as your primary contact but can pull in colleagues based on your needs, so make them part of your plans and book time in their diaries to ensure you're benefitting from our expertise and knowledge.

Here's a sample of some of our more popular sessions.



I ALWAYS VALUE THE GUIDANCE FROM WISE, EXPERIENCED HEADS WHO GIVE A FRIENDLY, FAIR AND BALANCED VIEW.

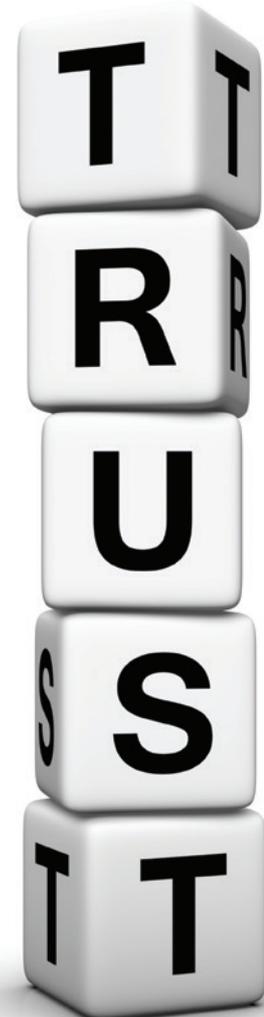
WHAT WE ARE HEARING FROM CLIENTS (90 MINS)

An overview of the latest insights from clients and the current market dynamics of relevance to your agency. Covering the new business market, what clients are looking for in specific disciplines and what we're hearing from clients in general.

STRESS TESTING YOUR AGENCY POSITIONING HALF DAY (4 HOURS)

To compete in a very crowded marketplace, it is important for agencies to have a strong point of view about how they will help solve particular client problems. This gets the attention of clients and, once you have that, they are keen to hear your approach and the outputs this point of view delivers.

This workshop, typically a half day, is focused on helping you stress test your positioning against our knowledge of the market. Our goal is to help sharpen the positioning for your agency and find the most distinctive way you can tell that story while avoiding the word bingo that prevails in the majority of agency credentials we see. By creating your own strong narrative, we will help you stand out from the crowd and be more memorable to the clients you meet.



Consultancy

TAILORING YOUR MESSAGE **HALF DAY (4 HOURS)**

Once your positioning is in place, the key to successfully converting your opportunities lies in the ability to articulate your core story for different situations and channels to market. So how do you adapt to these differing situations? This half day workshop will help you refine your message to suit your target clients, tailor it to the channels available to you and identify the tactics you could deploy to beat the competition.

TIME TO REINVENT THE ROLE OF ACCOUNT **MANAGEMENT**

LENGTH: 3 HOURS
2 X AAR DIRECTORS

We're currently seeing a trend of clients putting business up for pitch based on 'the calibre of the team wasn't good enough' rather than the more 'traditional' issues with creative or strategy. As retention and organic growth of business from existing clients becomes increasingly important, we look at what might be the causes of this worrying trend.



WE REALLY VALUE THE HONEST, CONSTRUCTIVE, INFORMATIVE, HELPFUL, FRIENDLY ADVICE. AND THE FACT EVERYONE AT THE AAR FEELS LIKE FAMILY FROM THE PROJECT MANAGERS UPWARDS.



Training

Agency group training

To complement our consultancy services, we have created a range of training modules that 'package up' our knowledge for the wider 'pitch squad' or client services team within your agency.

So, whether participants are new to new business or focused on establishing and developing a new or existing client relationship, these training sessions offer a blend of theory and practice that will make your agency stand out from its competitors.

Below is a small sample of some all-time favourites but we are, of course, happy to bespoke something for you. Just give your lead Business Director a call to discuss further.

HOW TO COMPLETE AN RFI AND TAILOR CREDENTIALS THAT STAND OUT

LENGTH: 2 HOURS

This session is aimed at those within the agency who complete 'Requests for Information' or produce tailored credentials on a regular basis. For the client, this is an incredibly comparative exercise. While they may have an idea of what the key criteria is for their brief, it is useful to remember that it may have been some time since they scanned the market to see what's out there.

So, we find the initial criteria is, more often than not, challenged by what agencies are currently doing. This creates 'context' for how your submission may be viewed and this session is designed to help you understand how the client reads and digests what you send them and how to avoid the common pitfalls while being true to your positioning as an agency. There is the option to take this a stage further and get your team to complete an RFI for real and submit it to us for a critique.



Training

BUILDING CHEMISTRY IN YOUR FIRST MEETING **LENGTH: 2 HOURS**

When you are looking for a new flat or house what's the first thing you say to yourself when you walk in? Could I live here? And it's very similar for clients. First impressions count and we have probably sat in more Chemistry meetings than anyone else so this session is aimed at sharing our experience with your wider 'pitch squad'. We will take you through the four key areas that matter and provide insights into how clients approach these meetings as well as the advice we give them along the way. As a follow-up, we can extend this session to include role play by allowing a week's prep and rehearsal before presenting to AAR and agency Senior Management as a dummy client.

THE SECRETS OF SUCCESSFUL PITCHING **LENGTH: 2 HOURS**

New business has probably never been more important to agencies. In an increasingly competitive environment, every opportunity needs to be maximised, from the initial Chemistry Meeting to the final Pitch, and beyond. Learn what you should be doing more, and less, of. In this interactive workshop, participants are encouraged to share their own experiences – and there's an opportunity to hear some "horror stories" to make you feel better!

We'll share what's really important to clients, and see these meetings from their perspective; gain some practical ideas that you can implement on your next new business opportunity; be able to ask those specific questions that have been bugging you about new business...and get answers! This session is designed for all those involved in new business, at any level.



Training

Seminar programmes

Winning new clients is the life blood for agencies, however, there can only ever be one winner. Given their very competitive nature, agencies are always keen to understand why they came a 'close second' and what they can do to improve. So, the seminar programme was born; to help agencies compete more effectively.

Over the years, the programme has evolved into two streams; one aimed at Senior Management to help tackle some of the more strategic issues of the day that can affect performance, and the other more mainstream; around developing core skills and introducing new ones to keep your teams running to the maximum of their potential.

Each agency is offered one place per seminar and the slots are filled on a first-come, first-served basis. We'll contact you by email to let you know when bookings are open for each topic so please make sure we have the correct details on file. Typically, bookings open three weeks in advance of each seminar.

Experience has taught us that a delegate number of around 20-25 is optimal for a good, interactive seminar at core level.

We've worked with the IPA and the IDM to secure CPD accreditation for our seminar programme, thus helping your employees fully integrate these seminars with the rest of their training.

All seminars are held in the Penthouse at the IPA, 44 Belgrave Square, London SW1X 8QS.

The full seminar programme for 2018 is featured on the next page.



'EASILY ONE OF THE BEST WORKSHOPS I'VE BEEN TO. EVERYTHING I EXPECTED AND MORE. HIGHLY RELEVANT AND WILL APPLY LEARNINGS IN MY JOB.'



Training

Core seminar programme 2018

24 January

Presenting with impact
Tessa Morton
Tessa Morton Partnership

21 February

Building a pro-active
relationship with procurement
Sarah Tucker
Pencabe Associates

28 March



Developing your future leaders
**Emma Shelton-Smith and Carole
Lowe**
Slipstream

25 April

Managing the media and
effective PR
Nicky Fuller
Larkspur Consulting

23 May

Finding your agency's voice
Chris West and Al Hussain
Verbal Identity

13 June

The importance of the right
mindset in winning and
retaining business
Tim Smale
Mindworks

18 September



Developing your coaching skills
Diana Jervis Read
JR Performance Coaching

17 October

Becoming a trusted advisor
Lizzie Palmer

21 November

Secrets of new business
Martin Jones
AAR

Senior management programme 2018

Dates for our Senior Management Seminars throughout 2018 are as follows:

- 21 March
- 6 June
- 26 September
- 14 November

Each Senior Management session typically runs from 9.00am to 1.00pm in the Penthouse at the IPA, 44 Belgrave Square, London SW1X 8QS and is designed for Agency Leaders only, with group size limited to 18 delegates.

Topics will be confirmed shortly.

Please check the Events Section of our website for the latest details.

aargroup.co.uk/events

We'll notify your Agency Leaders by email when bookings are open for each seminar.

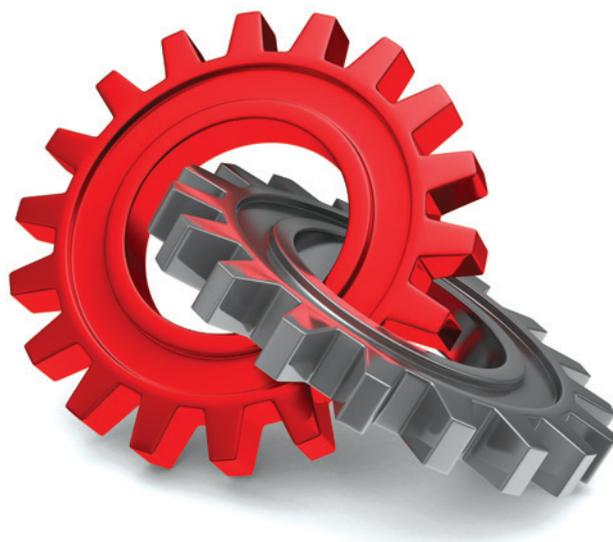
Training

Business development apprenticeship

Responding to many discussions with agency leaders, we created an intense five-session course singularly designed to get people who are coming into business development for the first time up to speed as quickly as possible.

We are now in our sixth year of running the highly successful Business Development Apprenticeship and have seen well over 200 new business people 'graduate' over that time.

During the first session, participants are divided into teams of four and compete against each other for the duration of the course.



BUSINESS DEVELOPMENT APPRENTICESHIP (BDA)

Length: 5 x 90 minute sessions

Course outline:

Week 1: Sources of new business (including from existing clients); how to develop a new business strategy; how to create a proactive approach to new business; how to complete an RFI

Week 2: Working in a new business team; collateral materials - what works and what doesn't

Week 3: Feedback on RFI's; basics of Chemistry Meetings - including do's and don'ts

Week 4: Live Chemistry Meetings at which the teams will have the opportunity to participate in a 'real' session

Week 5: Feedback on Chemistry Meetings and what to do on Pitch Day; summary and award of Certificates

Course dates 2018:

Spring course

20 February – 20 March

Autumn course

18 September – 16 October

Maximum of 16 places available

Location:

The House of St Barnabas, 1 Greek Street, Soho Square, London W1D 4NQ

Booking:

If you have any delegates who are new to new business and could benefit from a basic introduction to the world of business development, then please contact Kit Connolly on KConnolly@aargroup.co.uk or visit our website www.aargroup.co.uk.

- **AAR subscribers are entitled to a discount on course fees. Please speak with Kit for more details.**

Data and research

An essential ingredient to any agency's business plan is access to industry benchmark data and research.

Throughout the year, we publish a large amount of research to which AAR subscribers have access before its release into the public domain. These include updates on new business moves, agency hourly rates data, client/agency research on key issues, and our yearly summary of the world of new business: Pulse.

AARnewbizmoves.co.uk

All AAR subscribers are entitled to password protected access to our www.aarnewbizmoves.co.uk database. This is a unique tool created and managed by AAR that summarises information on account moves from 1997 onwards. Subscribers can run reports on companies, brands and sectors of their choice, customising data ranges, geographical scope and media types. In addition, we compile data on the UK new business market including six monthly, year on year, five year and ten year analysis.

- We also deliver a free weekly update email each Monday to subscribers registered on the site covering all reported new business activity over the previous seven days.
- A separate introduction to www.aarnewbizmoves.co.uk and how it can help you is available on request.

To register on the site, please give one of the AAR project managers a call on the usual number (020 7612 1200) or drop them an email at the usual address.



Data and research

Agency hourly rates benchmark data

Every two years, AAR undertakes research into the agency hourly rates in core departments and job functions across the industry. As a subscribing agency, you'll be asked to confidentially participate in an online survey later in 2018.

You'll then receive access to unique data once the study has been completed, including peer group data and an 'all agency' data set comprising average, high, and low figures from all agencies in all disciplines covered, enabling you to compare and contrast your own hourly rates against a comparable industry average.

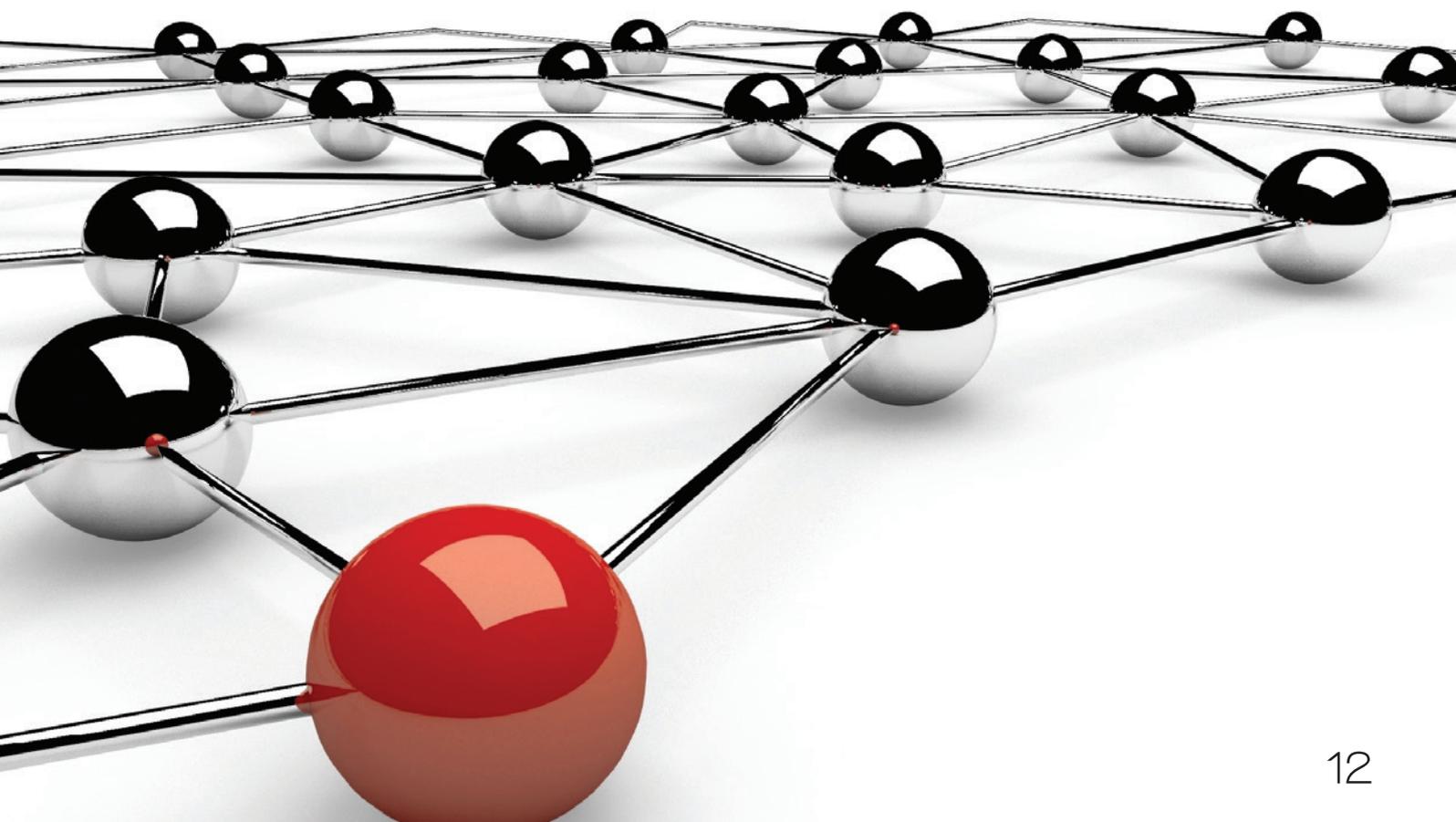
Please look out for more information on this, including the survey, over the coming months.

Opinion research

Every two years we run a research project among senior client and agency leaders to gain their opinions on topics affecting client:agency relationships; what they would like to see more of or less of as well as what might be missing.

We always start with some qualitative interviews to gain an understanding of what is most current in their minds and then look to quantify these opinions, so you have some robust data to work with.

We will be running a fresh survey in the first quarter of 2018 and we hope to share our findings by the second half of the year.



Networking

One of the great joys of our industry is that nothing stands still for long. No sooner are we trying to optimise something when along comes a fresh set of new ideas to challenge the current norms.

Currently we are running a series of 'Breakfast with's...' where clients and agencies get the chance to hear and discuss emerging thoughts and ideas. 2017 saw Breakfasts with the Future Laboratory and with Snapchat, for example.

We'll be sure to email your key agency contacts with details of specific breakfast events throughout 2018. Keep an eye on our website, too!

Social events

To avoid the risk of 'all work and no play' we hold two events a year which seem to hit the spot.

In 2017, our Summer Quiz played to the intrinsically competitive nature of agencies, pitting agency against agency in teams of 6. Some have been known to run internal competitions to find the best team while others simply come for the drink and pizza. We love the way it brings out a whole different set of people for us to meet.

Our Christmas drinks are one of the first doors on the advent calendar to get opened and is a chance for everyone to catch up, draw breath and reflect on the year just gone and take a peak at the one to come.

As with all of our networking events we always aim to help you meet your peers and get to know each other in an informal atmosphere.

Your AAR subscription entitles you to invites to both of these popular events. We'll let you have dates and details closer to the time.



Communications

Finally, throughout the year we will be keeping you up to date with our thoughts, market insights and events via email, newsletters and face to face catch-ups with your lead AAR Business Director.

We'll send you a seasonal newsletter by email, capturing contemporary themes, trends and opinions.

We'll also send you our established and eagerly awaited New Year report – Pulse – so be sure to make sure we have your up to date contact details on file.



Meet the team

■ **Alex Young**

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■ **Kerry Glazer**

Chief Executive
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■ **Robin Charney**

Business Director
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■ **Ann-Marie Thompson**

Project Manager
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■ **Maria Farrell**

Finance Director
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■ **Tony Spong**

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■ **Kate Donaldson**

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■ **Martin Jones**

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■ **Vicky Gillan**

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■ **Katrina Law**

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■ **Michelle Eggelton**

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■ **Kit Connolly**

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■ **Paul Phillips**

Managing Director
pphillips@aargroup.co.uk



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Chief Executive



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Martin Jones
Managing Partner



Tony Spong
Managing Partner



Vicky Gillan
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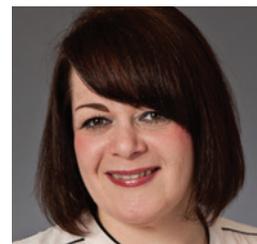
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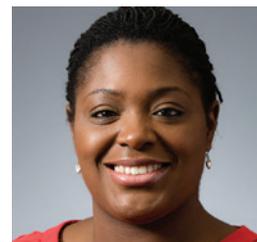
Michelle Eggelton
Senior Project Manager
EA for Paul Phillips



Kate Donaldson
Project Manager
EA for Kerry Glazer
and Martin Jones



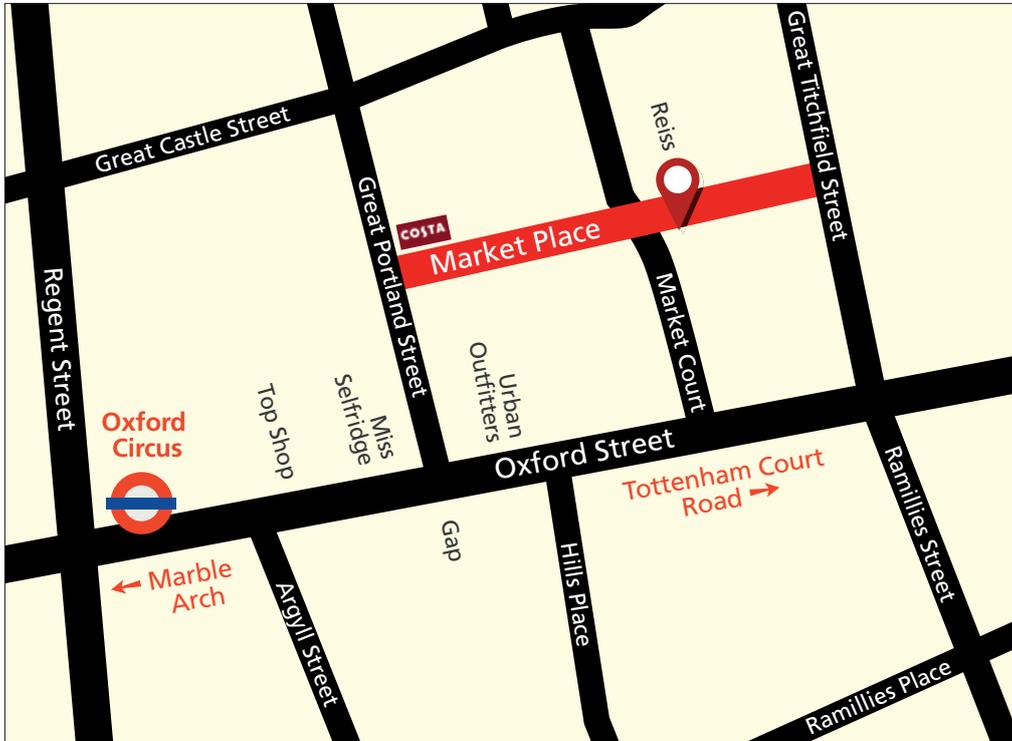
Kit Connolly
Project Manager
EA for Alex Young
and Vicky Gillan



Ann-Marie Thompson
Project Manager
EA for Tony Spong
and Robin Charney

Get in touch

Should you have any queries regarding your AAR subscription or want to schedule any training or consultancy, give your lead Business Director a call on **020 7612 1200**.



HOW TO FIND US

From Oxford Circus tube station walk east along Oxford Street, past Top Shop. Turn first left into Great Portland Street. At Miss Selfridge, turn right into Market Place (Urban Outfitters is on the corner). AAR is just past Market Court on the right hand side, opposite Reiss.

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