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# AAR Agency Seminar Programme 2014

## The repetitive row – spot it and stop it!

A workshop for client development and retention

Presenters: Vicky Gillan and Tony Spong, Managing Partners, AAR

### WEDNESDAY 15TH OCTOBER

#### Two sessions:

- 9.30am to 12.30pm (registration 9.15am)
- 2.00pm to 5.00pm (registration 1.45pm)

The new business market is increasingly challenging. The cost of pitching for both agencies and clients is high in terms of money and time. No one goes into a relationship thinking it's going to end. So why do so many client:agency relationships fail within the first two to three years?

As retention and organic growth of business from existing clients becomes increasingly important, we look at what agencies can do to develop and maintain a productive, long term client relationship. We share insights from our latest 'Opinion Research' on how to lay the best foundations for future success, the latest trends in what the causes of a breakdown are and the approaches to help you assess and devise a transition and retention approach that's right for your agency, and discuss the barriers that get in the way.

### WORKSHOP OVERVIEW

#### The context:

- Setting up a new relationship
- Why things go wrong
- What clients really say when things start to go wrong
- What agencies need to do to make the relationship last
- "Mutual" frustrations
- Focus on Transition
- If we were you...

### BENEFITS

- Greater understanding of why and when things start to go wrong in a new client:agency relationship
- Ideas and tools to help you more pro-actively manage and re-align existing relationships
- Opportunity to share common barriers and issues

### WHO SHOULD ATTEND?

All those responsible for managing and developing client working relationships e.g. Client Service Directors, Board and Group Account Directors.

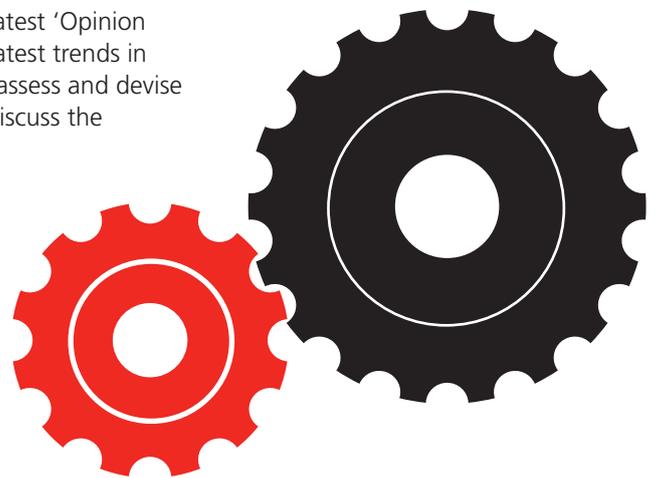
### ABOUT THE PRESENTERS



**Vicky Gillan**, AAR Managing Partner, joined AAR in 2007 and works with clients & agencies across all disciplines, from post pitch through to annual evaluations of the client:agency relationship, working practices reviews, client training and bespoke consultancy. Vicky brings a wealth of client experience from a variety of sectors including FMCG, media & financial services.



**Tony Spong**, AAR Managing Partner, joined AAR in 2007. Prior to this, Tony has worked both client and agency side giving him plenty of insight into the challenges both parties face. His career includes spells at NatWest, Sutch Webster, McCann Comms, Haygarth, Proximity and latterly at Royal Mail working with both clients and agencies He was elected to the DMA Agencies Council in 2008.



The Experts in  
Client:Agency  
Relationships

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**This seminar will be held at:** The Penthouse, IPA, 44 Belgrave Square, London SW1X 8QS