

AAR Senior management seminar programme

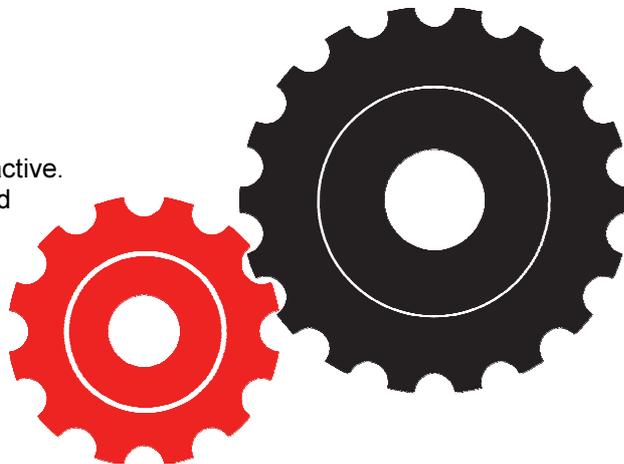
The secrets of new business

Presenter: Martin Jones, Managing Partner, AAR

Wednesday 4th March 2015

9.00am to 1.00pm (registration 8.45am)

Our programme of highly regarded seminars developed for agency Managing Directors, CEO's, Partners and Principals is now into its' sixth year. The sessions are informative and interactive. They challenge some of the accepted thinking and offer ideas and tools that you can take back to your agency. Participants will be expected to stick to some ground rules, particularly confidentiality.



Seminar overview

In the present climate, new business has probably never been more important to agencies and consultancies.

In an increasingly competitive environment, every opportunity needs to be maximised, from the initial Chemistry Meeting to the final pitch...and beyond.

In this seminar, Martin Jones will provide you with observations on what to think about and remember when you are pitching. You will get to hear practical tips together with an insight into what goes through a client's mind when they are in "new business mode".

He will also look at the role that agency management needs to play in the pitch process. Of particular relevance to members of the Management Team will be a discussion on what you should pitch for....and how often. This will be a very interactive Seminar with all participants encouraged to ask questions and make observations from their own perspectives.

Benefits

- You will hear firsthand what is really important to clients...and put yourselves in their shoes
- You will gain some practical ideas that you can put into practice on your next new business opportunity
- You will gain an understanding of how a management team can best influence an agency's new business performance
- You will be able to ask those specific questions that have been bugging you about new business...and hopefully get an answer!

Who should attend?

Agency Managing Directors, CEO's, Partners and Principals. (*Maximum of 18 attendees*)

Unfortunately, we are unable to accept bookings from agency personnel outside of these roles.

About the presenter



Martin Jones has worked in new business for the past 26 years.

He joined JWT in 1986, becoming New Business Director in 1991 and remaining in that role until the end of 1996. In 1997, he joined AAR as Managing Director before buying out the previous owner Lyndy Payne two years later. He has spent the last 17 years advising clients on their choice of agency, sitting through over 700 pitches and countless Chemistry

and Credentials Meetings, hearing what really worked and what influenced client's decisions.



The Experts in
Client:Agency
Relationships

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

aargroup.co.uk

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