

AAR Senior management seminar programme

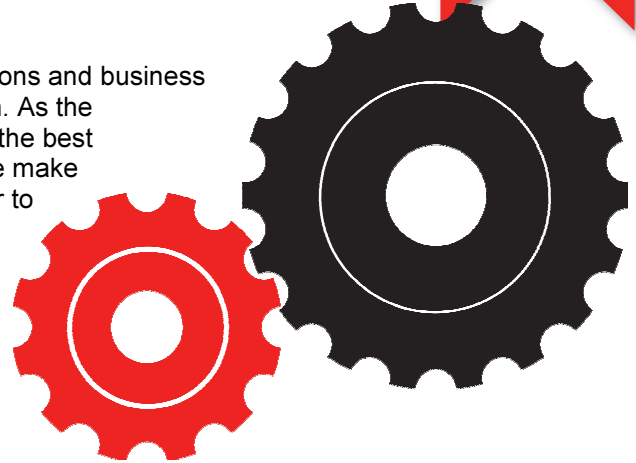
Brave new world – attracting and retaining talent

Presenter: Charles Fallon, Global Senior Partner, SI Partners

Wednesday 13th May 2015

9.00am to 1.00pm (registration 8.45am)

The industry is ever more innovative, with creativity, communications and business changing at a quicker pace than many agencies can keep up with. As the competition increases, how are agencies attracting and retaining the best talent? Who is shaping the next industry leaders, and how can we make sure they want to be part of your vision and organization? Advisor to agencies across the globe, Charles Fallon shares his views on not only crossing the divide – but keeping ahead of the competition.



Seminar overview

The seminar will provide an in-depth understanding of the 'new universe' of agencies, and how this is impacting on traditional business models. This will include a perspective on London's 'East meets West' – why the industry's best talent is increasingly moving towards the silicon roundabout, without ambition to work at the more established network and independent agencies. The morning will explore what the 'new agency' looks like, and whether it is an agency at all. It will be an open forum, allowing attendees to share best practice, and ideas and opportunities which they have explored within their own agencies.

Benefits

- In-depth market understanding of your agency's positioning
- Exploration of the idea of pride and perception – and why it is so important
- Challenge your agency's 'status quo' on talent
- A forum to discuss best-practice ideas with industry peers
- An opportunity to develop a talent proposition
- Practical actions to take-away

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



Charles Fallon is Global Senior Partner at SI Partners, advisors to business in marcoms and related technologies. With over 30 years' experience, Charles has worked in leadership roles across a number of sectors including publishing, advertising, internet and digital start-ups.

Charles' career includes over a decade at Saatchi & Saatchi where he was responsible for global technology clients as well as launching Saatchi Interactive, one of the UK's first digital agencies.

Working across a broad spectrum of businesses, Charles has particular expertise in working with digital and technology businesses where he advises entrepreneurs on development of disruptive business models and evaluation of strategic options for the future.

Charles also regularly speaks at industry events and facilitates global conferences. Recently Charles chaired SI Partners' panel discussion at Advertising Week Europe, "Creative Challengers: A Showcase of the Great and the Brave", featuring 18 Feet & Rising, Creature of London, Gravity Road and ustwo.



The Experts in
Client:Agency
Relationships

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