

AAR Business Development Apprenticeship

Business development has always been the life blood of any agency. But do you have the tools to create the best and the most effective new business strategies, and make the most of every opportunity?



Having a strong business development team is crucial if you are to compete in today's crowded market place. Responding to many discussions with agency leaders, four years ago, 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.

The course provides both theoretical and practical advice, and gives recommendations on new business strategy, business development from existing clients, targeting, collateral materials and pitching techniques.

In an Apprentice-style competition, participants are divided into teams of four and compete in groups in order to gain practical experience of completing RFIs and participating in chemistry meetings, receiving feedback at each stage.

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 RFIs; 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 TUTORS

This course will be hosted by Martin Jones of AAR.

Martin has worked in business development for over 25 years, initially at JWT where he was New Business Director. In 1997, he left JWT to join AAR and has worked on over 700 pitches, countless chemistry meetings and more credentials presentations than most people have had hot dinners. Pitches in which Martin has been involved include Barclays, BBC, BT, Camelot, Comparethemarket, ITV, John Lewis, Marks & Spencer and Moneysupermarket. His vast experience allows him to see how clients react to agencies during the pitch process and what they are really looking for.

Each week, Martin will be joined by one of AAR's Business Directors, who will bring their own perspective and experience of different disciplines to the discussion.

COURSE OUTLINE

- **Who should attend:** Agency staff who have had less than a year's experience in new business or who are about to become involved.
- **Venue:** O2, 229 Tottenham Court London W1T 7QG
- **Fees:** £1,250 + VAT (AAR Subscribers), £1,500 + VAT (AAR Non Subscribers)
- **Course dates:** 5 weekly sessions: commencing Tuesday 15th September 2015, from 8.30am to 10.00am, ending Tuesday 13th October 2015.
- **Booking:** 16 places only are available on this course. Should anyone from your agency wish to attend, please email Freya Sizeland, on events@aargroup.co.uk at your earliest opportunity.



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