

AAR Agency Seminar Programme

The changing nature of Account Management

A workshop for client development and retention

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

Wednesday 14th October 2015 - 2 Sessions:

9.30am to 12.30pm (registration 9.15am)

2.00pm to 5.00pm (registration 1.45pm)

We are currently seeing a trend of clients putting business up for pitch based on poor client service 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. From the introduction of Project Management to the new agency models that are emerging we will share insights and approaches to help you assess and devise an approach that's right for your agency, and discuss the barriers that get in the way. We will also look at mutual frustrations, which we doubt will surprise you – but that being the case why is it so hard to stop their repetitive nature. We will explore why transition is a useful word throughout the client: agency relationship and not just at the beginning.

Seminar overview

- The context
- Changing agency models
- The impact of Project Management
- Key attributes of "good" account management
- Mutual frustrations
- Change triggers
- If we were you...

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 be able to ask those specific questions that have been bugging you about new business... and hopefully get an answer!

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

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