

AAR Agency seminar programme

Defending a pitch as the incumbent

Presenter: Tim Smale, Mindworks

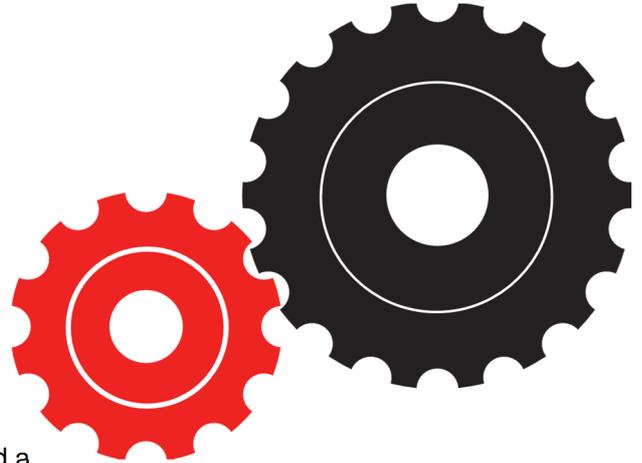
Wednesday 20th January 2016

2 Sessions:

9.30am to 12.30pm (registration 9.15am)

2.00pm to 5.00pm (registration 1.45pm)

Tim Smale is a performance coach with a difference. Having spent over 20 years in management roles in media organisations, he retrained as a coach to help individuals and groups perform to their full potential. Tim has created a series of bespoke workshops demonstrating some practical ways to enhance performance and has recently helped agencies retain (and win) important pitches by getting key teams into the right, winning mindset. He works with the rich and famous to improve performance and his clients have won Brit Awards, BAFTAs, a Champions League medal and a MasterChef final place!



Seminar overview

The seminar will be a mixture of neuroscience theory, designed to help the attendee understand the impact of a negative /positive belief system in relation to defending a pitch, and the explanation and demonstration of some practical skills to affect a positive pitch outcome. We will learn about the different functions of the brain and the creation of a subjective reality, and how to influence that reality to create a more desirable behaviour. We will cover the dos and don'ts of the pitch mindset and attendees will learn some new practical outputs as well as some fascinating theory.

Benefits

- Understand and learn how to harness the power of the unconscious mind to win more business
- Create a pitch winning/ business defending mindset for you and your pitch teams
- Learn how to stay calm, focused and in control for enhanced performance overall
- Learn how to remove the limiting beliefs that block success (and replace them with some better beliefs)

Who should attend?

- New Business Directors and Managers
- Those with responsibility for New Business/Business Development
- Pitch team leaders

About the presenter



Tim Smale studied languages at the University of Newcastle upon Tyne and began his media career at Redwood Publishing/BBC magazines in 1983. He quickly became a publisher and New Business Director before moving to Capital Radio as Head of Group Sponsorship. In 2001, he joined Clear Channel Entertainment as VP Marketing.

He learnt about the power of the unconscious mind when his son was first diagnosed with cancer in 2000; this then became his new passion and he retrained and qualified as a coach in 2003 and set up Mindworks shortly after. He now works with a wide range of corporate and private clients, enhancing performance and modifying any number of unwanted habits and behaviours.



The Experts in
Client:Agency
Relationships

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

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