

# AAR Senior management seminar programme

## Delivering change in agencies

**Presenter:** Lesley Donnelly, Neon Nelly Ltd.

**Wednesday 1st March 2017**

9.00am to 1.00pm (registration 8.45am)

This is a time of change for agencies with new models being created to both protect margins and grow businesses. In this seminar, we explore the tools and techniques to help you implement change in your organisation by regaining your competitive advantage, improving the value you offer your clients and giving you a model for dealing with change in the future.

### Seminar overview

The future for agencies seems to be full of 'ifs'. If clients are weary of managing many specialists, how do agencies look convincing that they can join up the whole customer experience? If procurement want to pay on outcomes, how do agencies charge for the time spent? If the client doesn't know what the future holds, how can agencies provide cost effective consulting expertise?

What is really clear is that advertisers need answers faster, better and cheaper - so unless agencies can disrupt the old ways of working, they will lose the opportunity to grow. Progress is no longer linear – it is complex and, by default, unpredictable. This seminar will present techniques to help you de-risk change in your business. We will use successful models from the world of organisation design and best principles from the discipline of change management to help you prototype some new ways of working.

### Benefits

- **Opportunity to challenge some traditional ways of working**
- **Ideas on how to grow through people innovation – turning your biggest cost into a massive asset**
- **Learn how other sectors have moved away from century-old structures that are just too slow**
- **Understand how to become agile without jeopardising client relationships**
- **Above all, learn how to disrupt yourself!**

### 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



**Lesley Donnelly** is a highly experienced Change Consultant having led change programmes at organisations such as Tesco, DWP and Jaguar whilst at Capgemini, as well as being Head of Consulting at BAE Systems. Prior to becoming a Management Consultant, she worked on both client and agency side on such businesses as American Express, Air France and Vauxhall Motors. Lesley holds a CIPD masters level qualification in Organisation Design and Development and so brings an outside perspective of how other sectors have adapted to the forces of change.



The Experts in  
Client:Agency  
Relationships

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

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