

building profitable agencies

a 1/2 day intensive seminar for the
Marketing Communications sector



Thursday 18th May 2006

2.00 - 5.30pm plus networking

The Commonwealth Club, London WC2

Building Profitable Agencies

Do you want to learn how to maximise your agency's performance and PROFITS and simultaneously build its capital value – in just 3.5 hours, for only £197?

Consultrix and The Mellor Partnership can show you how, during this half-day intensive seminar to be held at the Commonwealth Club in London on Thursday 18th May 2006.

This is an essential event for agency leaders with responsibility for improving people, performance and profits in the Marketing Communications industry. Learn how to position your agency for maximum competitive advantage and build its capital value. After all, when the time does come for you to go, you want something to show for all your efforts.

During the seminar highly respected industry experts from Consultrix and The Mellor Partnership will share their knowledge and experience and show you:

- How to energise your leadership team – once they know where they are going the team will follow
- How to attract and keep the talent that wins better clients
- How to analyse your agency's critical success factors
- How agencies can maximise their profits
- How to communicate effectively to attract prospective clients
- How to retain your agency's culture during the growth phase
- How to tease out top performance from your team
- Answers to critical questions – such as which incentives work, and how these can affect the capital value of your business.

Our aim is to show you how to improve your people, performance and profits and build your agency's capital value. You will take away:

1. Full notes with practical checklists to use every day
2. Proven ideas you can put to work immediately
3. A free resource to call on when you are stuck.

You will examine a series of real life examples and analyse them together with Consultrix in this interactive event. You then see why things work. You will see how small changes can lead to astonishing improvements and turn a good agency into an even better agency.

You will learn from leading experts how a real understanding of what motivates your team can boost your performance. Our renowned seminar Chairman Jim Surguy is at hand to ensure that you have every chance to get your questions answered.

Pick their brains: bring your questions!

They don't claim to know everything that works – but they will certainly tell you what doesn't – and why.

Come and get ideas that you can put into practice the minute you leave. Come and improve your business. Come and be inspired to build your agency, energise your leadership team and engage your team. The pay-off will be huge: for them, and for you.

But please act now. Numbers are limited by the size of the venue - and the need to have a personal atmosphere. Apply immediately. Make it the very next thing you do.

Just call us on 01793 726128 to let us know that you'd like to attend and how many places you would like to book. We'll arrange the rest.



Our speakers

Strategic Leadership

Allison McSparron-Edwards – Managing Director of Consultrix, is both a Chartered Accountant and a Business Psychologist with over 25 years commercial experience, the majority of which has been spent in the marketing communications sector. Allison continues to work with agencies of various sizes and profiles in London and the regions helping them grow profitably through organic growth and by acquisition.

Strategic Marketing

Rob Hook – Commercial Director of Consultrix, has extensive client side marketing experience within the service sectors at a strategic level. Having worked with national and international companies of various sizes, he is familiar with the research and techniques needed to best position an agency and is currently working on generating new business strategies for a variety of agencies.

Strategic Human Capital

Simon Mellor – Managing Partner of The Mellor Partnership, started at Saatchi & Saatchi working alongside Maurice and Charles Saatchi. As Chief Executive of Saatchi's UK Affiliate Group, he spent three highly successful years managing around £40 million in annual revenues. Simon brings to the senior executive search and talent management process an unparalleled level of industry knowledge.

Corporate Development

Jim Surguy - Jim works predominantly in such areas as M&A, MBO's, disposals, etc. dealing with both national and international clients. Following an early career in marketing with Lonsdale and McCann Erickson, Jim was a main board Divisional Director of the publicly quoted Mosaic Investments Plc running a division of eight marketing communication companies. More recently Jim has worked extensively as MD for Results Business Consulting, the specialist M&A consultancy.

About Consultrix

Consultrix is passionate about helping business leaders succeed through improving people, performance and profits. They work throughout the UK providing confidential, sound, practical advice that directly impacts the critical success factors for agencies looking to grow and in many cases to sell. Consultrix has practice and training facilities based in London, Bristol and Swindon.

"Consultrix ran a one day seminar and workshop at Montpellier. The day was a valuable opportunity to engage the whole team in constructive discussion and ideas generation. Thoroughly recommended." - Guy Woodcock, Chief Executive, Montpellier Group

"Consultrix have assisted Gekko in identifying its strengths and weaknesses, allowing Gekko to refocus its business objectives and develop its approach in a competitive market" - Daniel Todaro, Gekko Partners Ltd

About The Mellor Partnership

The Mellor Partnership specialises in senior executive search across the Marketing Communications Sector. They work with agencies delivering talented people who make a difference that builds the reputation of the agency. The end result is more of the right people in the right places at the right time improving profits and adding capital value.



How to register for this event

For more than two delegates, please photocopy the form as needed.

First delegate details

Mr/Mrs/Ms _____

First names _____

Job title _____

Department _____

Telephone _____

E-mail _____

- I would like to subscribe to the Consultrix newsletter.
 I would like to receive details about future events and services.

Second delegate details

Mr/Mrs/Ms _____

First names _____

Job title _____

Department _____

E-mail _____

Booking Contact

(All invoices will be addressed to this contact)

Mr/Mrs/Ms _____

Job title _____

Department _____

Telephone _____

E-mail _____

Company details

Company name _____

Postal address _____

Telephone _____

Nature of business _____

Purchase Number (if applicable) _____

Please email details to seminar@consultrix.co.uk or post to Consultrix, Bennath, Back Lane, Blunsdon, Wiltshire SN267BJ. Alternatively, visit www.consultrix.co.uk to register and pay online.

Where?

The Commonwealth Club
 25 Northumberland Avenue
 London WC2N 5AP
 Telephone: +44 (0)20 7766 9200
 Facsimile: +44 (0)20 7766 9222



The Commonwealth Club is a modern, multifunctional and unique venue located by Trafalgar Square. Nearest Tube: Embankment, Charing Cross.

When?

Thursday 18 May 2006 2.00pm - 5.30pm
 Networking and coffee 1.00pm
 Registration 1.30pm

Who should attend?

CEOs, Managing Directors, Marketing Directors and their Senior Managers, Sales Directors and Senior Sales Managers, Commercial Directors, Database Marketing Managers, Heads of eMarketing, Web Marketing Managers, Consultants and Advisors, Heads of Business Development, Marketing Financial Analysts, Direct Marketing Managers, Marcomm Managers.

How much?

Register before 27 April 2006 and pay the **Early Bird** rate of £197 + VAT (total £231.48). Normal rate £247 + VAT (total £290.23). **3 for 2 offer:** If you register and pay for two delegates, you can bring along a third delegate to the same event free of charge. Credit card payment can be made at www.consultrix.co.uk only. Cheques must be made payable to 'Consultrix'.

Any questions? Call us on +44 (0) 1793 726128.

5 easy ways to book

Online www.consultrix.co.uk
 E-mail seminar@consultrix.co.uk
 Telephone +44 (0) 1793 726128
 Post Consultrix
 Bennath, Back Lane,
 Blunsdon, Wiltshire SN267BJ

Cancellations and transfers

A VAT invoice and booking confirmation will be sent within 7 days. Please contact us if you have not heard anything after that time. Payment must be received in full prior to the seminar date.

Any cancellations received 10 working days or more before the start of the seminar will receive a refund less 10% service charge. All cancellations must be made in writing. Should you cancel between one and two weeks prior to the event, you will receive a refund less 50% service charge. Regrettably, no refunds can be made for cancellations received less than 7 days before the event. A substitute is always welcome at no extra charge. Photocopy bookings accepted.

Please note

Recordings of this seminar will not be permitted under any circumstances. It may be necessary, for reasons beyond the control of Consultrix, to alter the line-up of speakers without prior notice. However, every effort will be made to adhere to the published content.