

Why You Should Attend This Course:

Almost all Marketing organisations outsource some aspect of their Marketing & Communications programs to a third-party agency to plan and/or implement. Whether it is for Advertising, Digital Marketing, Media Planning & Buying, Promotions, Event Management or Merchandising - today's Marketers rely on the specialised expertise that such agencies bring to help them deliver their objectives. The costs and fees associated with such outsourcing often make up a significant percentage of a company's annual Marketing budget.

It can therefore be said that the success of a Marketing Department is often influenced by their ability to not only manage these Agencies but, indeed, to get the very best out of them. This is a skill that is often underestimated by individuals who are given the responsibility of working with Agencies and more often than not, is seen as something that will be easy by sheer virtue of the fact that they are 'the Client'.

Many Clients assume that because they are the 'boss' their Agencies will simply obey and take commands. Unfortunately, this is a false assumption and usually leads to difficult, tense and unrewarding experiences for everyone on both the Client and Agency side. This result in projects being endlessly pitched to the market, as Clients never feel satisfied with the work being produced by their current Agency. The pitching process is expensive and time-consuming for all.

This one-day course aims to provide insights into the dynamics of Client/Agency relationships and give you the skills and tools to build a strong partnership with your Agency. This will support getting the best performance from them on your behalf and, in doing so, minimise the hidden costs associated with not having this type of working relationship.

Learning Outcome:

- Understand what makes your Agency 'tick'
- How best to communicate with different individuals within your core Agency team
- The art of giving constructive feedback to improve their performance
- Find ways to create a climate that leads to dedication and loyalty from your Agency
- How to ensure your entire team employ the same level of skill in managing their Agency
- Potential savings to be realised from getting the best out of your Agency

Course Outline:

- 1) **A 'Behind the Scenes' Look at your Agency**
 - Who does what
 - Understanding personality types
 - Typical Agency processes, tools (Writing Briefs, Understanding Strategic Plans, Evaluating Creative Proposals and Work)
- 2) **The Art of Communicating with your Agency**
 - Talking in their same language
 - How to be constructive and motivating
 - How and when to give negative feedback

3) Creating a Climate of Partnership & Collaboration

- Treating them as one of your team
- Sharing your own business challenges
- Finding mutual solutions to problems

4) Spreading the Gospel to your own Team

- Develop coaching/mentoring strategies
- Creation of action plans to help strengthen Agency management skills

5) What's the Cost Benefit of all this Effort?

- Avoid paying for starting work again
- Prevent Agency frustration/demotivation
- Achieve the output you want in the most cost effective manner

Who Can Benefit?

- Marketing Directors whose team is responsible for managing their Marketing & Communications agencies
- Marcom Managers whose day to day role is primarily responsible for managing Agency relationship
- Marketing Executives who want to improve/increase their skills in getting the best out of any Agency they may work with now or in the future

Trainer's Profile

Yanti Sujatna brings to this workshop almost 20 years of combined experience that contributes to her expertise in this area. She spent 10 years in the Marketing Division of Shell Australia where her final role was National Advertising Manager and responsible for managing Agency relations. Yanti was then head of Corporate Sponsorship for the Sydney 200 Olympic & Paralympic Games that saw her lead the management of all Corporate Sponsor accounts and implementation of their marketing programs for the Games. This was followed by 3 years as Senior Consultant for a consulting firm specialising in work for global FMCG companies around the world. And most recently, Yanti has spent the past 5 years as a Regional Director for Ogilvy & Mather – one of Asia's leading Advertising agencies where she was Regional Lead for several Global Clients.

As such, her comprehensive career background provides a unique and rare insight having been both on the Client and Agency side in various forms. Enhanced by her consulting and coaching experience, Yanti is excellently positioned to assist organisations in achieving the best results from their Marketing and Communications Agencies.

Yanti is also a trained Executive Coach and a member of the International Coaching Federation.

Date: 16 Sep 2009

Time: 9.00am – 5.00pm

Venue: Anson Centre, 51 Anson Road #03-53

Course Fee:

- S\$420.00
- Excludes GST
- Lunch and refreshments will be provided
- MIS Members enjoy 15% discount

FOR COURSE ENQUIRY

Web:
www.mis.org.sg/seminars

Email:
seminars@mis.org.sg

Tel:
6327 7586

Fax:
6327 9741

REGISTRATION FORM



EXECUTIVE DEVELOPMENT PROGRAMMES

Register online at www.mis.org.sg/seminars or fax form to 6327 9741

Register for 3 or more participants and enjoy 5% discount!

Getting the Best Out of Your Marcom Agencies

16 September 2009 (9.00am to 5.00pm)
S\$420 (subject to 7% GST) Includes lunch and refreshments

Participant(s) Name	Designation	E-mail	Contact No.
1)			
2)			
3)			
4)			
Company:			
<input type="checkbox"/> Member (MIS Membership No):		<input type="checkbox"/> Non-Member	
Billing Address:			
Contact Person:		Designation:	
Tel:		E-mail:	
How did you know about this course? (You may tick more than one)	<input type="checkbox"/> Brochure <input type="checkbox"/> Search Engines <input type="checkbox"/> MIS Website/i-marketer Portal <input type="checkbox"/> Events/Activities <input type="checkbox"/> Print Ads (pls specify publication): _____ <input type="checkbox"/> E-mail Flyer (pls specify sender): _____ <input type="checkbox"/> Word-of-Mouth/Recommendation (pls specify): _____ <input type="checkbox"/> Others (pls specify): _____		

Administrative Details

Registration & Payment

A place will be reserved for you upon receipt of your registration. After which an email confirming your reservation will be sent 2 weeks before course commences. Please make your payment either by Cheque or Giro (within 60 days from course date) when you receive our invoice. All cheques should be crossed and made payable to "Marketing Institute of Singapore Training Centre" with the invoice no. indicated at the back of the cheque. GST is not applicable for registration from companies registered overseas.

MIS Member Discount

Corporate and Individual Members of the Marketing Institute will be entitled to a 15% discount on all Executive Development Programmes. For membership enquiries, please email: membership@mis.org.sg.

Group Discount

A 5% discount for sending a group of 3 or more participants to the same course on the same date.

Custom-Design Courses

Courses can also be custom-designed to match your department or organisation's specific learning requirements. Please contact us for further enquiries. Email: seminars@mis.org.sg or call 6327 7583/582/586.

Withdrawals

There will be no cancellation fee if notice of withdrawal is given 14 days before commencement of course, after which a cancellation fee of 25% of the course fee will be levied. The full fee will be charged for withdrawal or no-show on the course commencement date. Replacements from the same company are allowed.

Cancellation

Marketing Institute of Singapore Training Centre reserves the right to change or cancel the training course due to unforeseen circumstances.

Course Venue

All courses will be held at MIS City Campus, Anson Centre, 51 Anson Road #03-53 Singapore 079904 unless otherwise stated.

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Web:
www.mis.org.sg/seminars

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