

Why You Should Attend This Course:

Starting a relationship with a communications agency is like getting married. Like marriage, it is easier to wed than to keep the marriage intact and growing year after year. It requires work. Is the work worthwhile? – why not just change your agency when they are not performing?

From the client's point of view, there are real tangible benefits to a solid, long-term relationship with the same agency. Successful companies like P&G, Nestle, L'Oreal, Unilever etc have longstanding relationships with their communications agencies. The benefits include: a deep knowledge of a company's business; a mutual understanding of each other's culture and way of working; a relationship based on trust that can ride the good and bad times; the loyalty and commitment of the agency to do great work, and ultimately, effective communication that sells and builds brands!

From the agency's perspective, managing clients is an emotional roller coaster ride everyday and only the lion-hearted, thick-skinned, never say die types need apply. Yet some agency practitioners thrive on it, and build successful mutually respecting relationships with clients that reward them with more revenue, a great sense of achievement, and lots of fun. While different clients need different approaches and touches, experience has revealed that some fundamentals work universally for all types of clients.

This two-day course will provide insights, tools and practice on how to improve client- agency relationship through a combination of lecture, role play, case studies, creative exercise and quizzes.

Course Outline:

- 1) **Understanding the Client and the Agency**
 - Understanding roles and aligning expectations
 - Beyond knowing business and company to understanding personal motivations and influence
- 2) **Getting the brief right**
 - What is the client's role in the brief? What is the agency's role in the brief?
 - Writing the brief
 - Measuring the results of the campaign
- 3) **Agency as the strategic and creative partner of the client**
 - Brand and Brainstorming workshops and tools
- 4) **How client-agency performance appraisal contributes to a more effective relationship**
 - Performance evaluation objectives, principles, approaches and process
 - Handling disagreements and conflicts – role play
- 5) **Why and how is the compensation structure important to client-agency relationship**
 - Guiding principles for an effective compensation agreement
 - Different compensation structures for different needs

Who Can Benefit?

Marketing communication practitioners at account director and account manager level, as well as marketing managers involved in handling agency personnel. The key criterion is they must believe that building long-standing successful relationships between clients and agencies will lead to more effective advertising, more successful brands, and improved bottom lines.

Trainer's Profile

Janet Liau has 11 years of experience in the communications industry, first as a strategic planner and group account director in Publicis and then as media sales director at StarHub Cable TV. Her core competence is in strategic thinking - she has worked on brand, communications strategy and touch point strategies for a varied group of clients including L'Oreal group of brands, Global Beauty International (Marie France), OSIM, Koufu foodcourt, Renault, Cadbury, Nestle, United Biscuits. Prior to her career in communications, she has worked as a senior consultant at Arthur Andersen and MSD Consultants, as a senior trade development officer at Trade Development Board, and as a research writer for TV programmes at Singapore Broadcasting Authority. Her MBA dissertation at NUS Business School on brand extension was published in the Journal of Consumer Marketing (Siew Meng Leong, Swee Hoon Ang, and Janet Liau (1997) "Dominance and Dilution: The Effects of Extending Master Brands," Journal of Consumer Marketing, 14 (5), 380-390).

She now runs a TV program production company with her husband, freelances as an advertising practitioner and is a part-time tutor at NUS Business School.

Date: 21 & 22 Jul 2009

19 & 20 Oct 2009

Time: 9.00am – 5.00pm

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

Course Fee:

- S\$680.00
- 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!

Optimising Client-Agency Relationship

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S\$680 (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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