



Agenda

The 2010 New Business Conference is held April 12 -14th 2010.

Location: The Digital Sandbox Network. 4th floor, 55 Broad Street, New York, NY

Conference Hot Line: 1.866.508.0523

[New Business Conference](#)

Monday, April 12 2010

07:30 AM

Conference Registration and Breakfast

Track: General

Registration begins at 7:30am sharp. Grab a fresh cup of coffee, some morning snacks and meet a few of your fellow participants.

08:30 AM

Opening Remarks

Track: General

Jones Lundin Beals: **Brian Goodall**, General Manager

08:45 AM

Keynote: The Viability of Your Agency

Track: General

There has never been a period quite like the last 18 months. The simultaneous impact of technology and the global economic downturn have completely disrupted the agency industry. Bob Greenberg and Barry Wacksman will discuss specifically what has changed and the implications to agency business models and service offerings.

R/GA: **Barry Wacksman**, EVP & Chief Growth Officer
R/GA: **Bob Greenberg**, Chairman, CEO, & Global Chief Creative Officer

You will not want to miss this keynote address that will completely change the way you look at your agency – and the future viability of your agency.

10:00 AM

Jump Start Your Play & Innovation

Track: General

As adults, we often mistake playfulness as something children do when they're not learning. However, research has shown that playfulness is one of the most powerful developmental processes linked to learning, and one of the key enablers of creative thinking. Expect an interactive and engaging session.

IDEO: **Duane Bray**, Partner

Presented by IDEO Partner Duane Bray, this session will show how IDEO's designers use exploratory play - specifically exploratory play, construction play and role play - has helped their clients become more innovative themselves.

As more organizations enhance their innovation capacities, it's crucial for agencies to exercise their play muscles while effectively engaging clients in the same process.

11:30 AM Break-out Sessions

Building a Profitable Social Media Practice

Track: Large Agency, Agency Principals

Over the last year, Social Media has become one of the hottest ticket items for clients. However, with fuzzy direction from clients and a belief that it should only cost a dime, building an agency practice that delivers it efficiently and profitably is another matter. And, while many agencies claim to have a Social Media practice, the reality is sometimes a little different. Edelman has been the pioneer in successfully integrating interactive and social media into a "traditional" agency offering.

Edelman: **Danielle Wiley**, SVP, Social Media & Consumer Brands

Danielle Wiley will take a case study approach and review the infrastructure, staffing and core competencies required to pull together a Social Media practice that drives revenue.

Creating New Revenue Streams: Innovator Panel One

Track: Innovators

Building on Monday's theme, the first panel on this topic will focus on what it takes to turn innovative new services into new revenue streams. They will discuss innovative new products, services, business development strategies and delivery mechanisms they've created to increase their revenues. Rather than just theories from talking heads about "what might work," you will get a behind the scenes look at new approaches actually working right now.

Trumpet: **Robbie Vitrano**, Co-Founder/Chm of the Board
Victors & Spoils: **John Winsor**, Chief Executive Officer
Redworks: **Fred Schuster**, Chief Executive Officer

The panel will discuss a range of new models: from

new strategic consulting services, to strategy-only business models, to mobile commerce, to launching new brands, to adapting the agency to better profit from project-oriented work.



Moderator

Deutsch Inc.: **Mike Duda**, Partner, Chief Corporate Strategy Officer

12:30 PM

Networking Lunch

Track: General

Meet many of your agency peers while taking a break over lunch.

01:15 PM Break-out Sessions

The Eight Stages of Orchestrating a Business Turnaround

Track: Small-Mid Agency, Agency Principals

Betancur built his career as a turnaround specialist and will apply practical lessons from outside the agency world. He has led very successful turnaround initiatives at a number of international organizations, including Publisher's Clearing House, Urban Brands and the direct division of PPR (a \$12B French luxury goods retailer). At Jump Ramp Ventures, Betancur's team creates new revenue streams for their clients by taking them online and by revitalizing old products with new sales potential.

Jump Ramp Ventures: **Alex Betancur**, Co-Founder & Partner

In this session, Betancur will cover the eight stages of orchestrating a business turnaround. This will include:

- Properly defining clear, attainable, measurable goals.
- Instilling leadership and responsibility in your subordinates.
- Building an infrastructure that allows your people to explore and experiment within defined parameters.
- Building a culture of build, test, refine and launch.

Take away a step-by-step approach that you can apply to building your own agency plan – particularly if you're in rebuilding mode.



Moderator

Deutsch Inc.: **Mike Duda**, Partner, Chief Corporate Strategy Officer

Creating New Revenue Streams: Innovator Panel Two

Track: Agency Principals, Innovators

This group of business savvy agency leaders will build on the discussion from earlier in the day. They will also discuss innovative new products, services,

Fuseproject: **Bart Haney**, Program Manager
 HipCricket: **Eric Harber**, President & COO
 SKINNY NYC: **Liron Reznik**, Founder

business development strategies and delivery mechanisms they've created to increase their revenues.

Agency Nil: **Hank Leber**, Founder

A range of models will be reviewed: from new strategic consulting services, to strategy-only business models, to mobile commerce, to launching new brands, to adapting the agency to better profit from project-oriented work.



Moderator

Adweek: **Alison Fahey**, Publisher & Editorial Director

02:30 PM

Live Pitch Competition

Track: General

The Live Pitch Competition: One Product Launch, Two Teams, Three Judges, Several Hundred "Clients"

Hands-down, the most talked about element of last year's conference. Ever wondered how other agencies pitch? This is a rare opportunity to watch other masters at work as they vie for being crowned Best Pitch Team in the country.

Watch two teams go head-to-head and deliver their pitch presentation in front of the entire conference... then, take in the immediate (and often controversial) feedback from the judges.



Moderator

David & Goliath: **Neilan Tyree**, Chief Marketing Officer

04:30 PM

The New Agency Model: The Next 5 Years

Track: Agency Principals

It's no secret that clients have completely changed over the past 18 months. However, looking at the services agencies still offer... you would think it's the best kept secret in town. Clients are seeking a completely different set of capabilities in 2010.

Mirren Training: **Brent Hodgins**, Managing Partner & Director of Client Services

Brent will take a frank look at what your agency is missing and why it's holding you back. This session will review the specific set of core competencies that every agency (small and large) must master. And it's not about jumping on the digital or social media bandwagon. In fact, the new agency model is centered around its ability to develop, sell, execute against and measure Transaction Insights. With that at the core, the session will review the set of basic capabilities that will lay a rock solid foundation for growth over the next

five years.

06:00 PM

New Business "Pub Style"

Track: General

Where good new business strategies are really conceived. To continue networking and discussing the day's sessions, we all head over to a nearby New York City pub.

Tuesday, April 13 2010

07:30 AM

Conference Registration and Breakfast

Track: General

Registration begins at 7:30am sharp. Grab a fresh cup of coffee, some morning snacks and meet a few of your fellow participants.

08:30 AM

Opening Remarks

Track: General

TBWA\Chiat\Day: **Laurie Coots**, Chief Marketing Officer

08:45 AM

Keynote: New Business. If You're Not Cheating, You're Not Doing It Right.

Track: General

To grow from 16 – 1000 people at a pace not seen by many agencies, meant breaking a few rules. If you follow the rules of new business - if you follow the same path of every other agency – you can expect the same mediocre results.

Crispin Porter + Bogusky: **Alex Bogusky**, Co-Chairman

Bogusky believes most are approaching it all bass-ackward. Most think about new business when they're desperate for it. In his mind that's way too late. Learn the CP+B strategy to getting more proactive, to breaking the rules... to stealing more business and winning more pitches.

10:00 AM Break-out Sessions

Agency Growth Case Study Panel

Track: Small-Mid Agency, Agency Principals

Despite the challenge of the last year, there are a number of agencies that have experienced significant growth. Beyond just digital service offerings, which many agencies now offer, this session will uncover the fundamental business and business development lessons that can be applied to all agencies. From the strategic plan for the agency to executing that strategic plan, this panel of very different agencies will discuss how they think – and how they act differently – to capitalize on the current economic climate.

Take away best practices that you can immediately begin to apply to your own agency.



Moderator

Adweek: **Alison Fahey**, Publisher & Editorial Director

Rockfish Interactive: **Kenny Tomlin**, Founder & CEO
 PJA Advertising + Marketing: **Mike O'Toole**, President
 Sapient: **Alan Herrick**, President & CEO
 The Brooklyn Brothers: **Paul Parton**, Owner

Advanced Capabilities Writing:

Bring/Evaluate/Rewrite Your Presentation (part one)

Track: Large Agency, Small-Mid Agency, Hands-on Sessions

If you're not going in with the attitude of converting the business, you're not taking the right approach. It's not "all about ideas" or "consumer insights" in 2010. In fact, you should forget the brief. And definitely forget the agenda. Based on the latest strategies from Mirren's on-site training, this double-length session will laser in on exactly what has changed in 2010. It follows with the steps you must take to make the kind of impact your prospects will not soon forget:

Mirren Training: **Brent Hodgins**, Managing Partner & Director of Client Services

Why the client makes their decision in the first 10 minutes.

The two most important ideas you must hammer home.

Opening with a bang, then holding them right through.

Why you should never present spec work.

The role of analytics.

How to sell business impact.

Pitch team members.

Presentation structure & design.

Dressing the room.

Note: This is a double-length hands-on working session that begins with instruction. It is then followed with all participants doing a rewrite of their existing capabilities presentation. Coaching and support will be provided.

11:15 AM Break-out Sessions

Client Negotiation Skills: Securing the Best Possible Deal

Track: Small-Mid Agency

Congratulations... you won the business! Well, almost. Now you must begin the fee and contract negotiations. Does this process give you stress akin to a day-long root canal?

The Gap Partnership: **Simon Brocklehurst**, Partner

The Gap Partnership is a global firm that specializes in negotiation consulting. In this session, they will provide cutting-edge strategies and tools that you can apply to secure the best possible outcome from your next client negotiation. Areas covered will include:

- Getting inside the head of your client (marketing & procurement).
- Planning your negotiation strategy and tactics.
- Understanding competitive and collaborative negotiations (and when each is appropriate).

The Gap Partnership trains and consults with some of the most sophisticated negotiators and will use real-world examples from their work.

Advanced Capabilities Writing: Bring/Evaluate/Rewrite Your Presentation (part two)

Track: Large Agency, Small-Mid Agency, Hands-on Sessions

The hands-on working session continues from Part One at 10:00am. This double-length session will begin with instruction and be followed by everyone doing a rewrite of their existing presentation. Learn exactly how to make the kind of impact your prospects will not soon forget.

Mirren Training: **Brent Hodgins**, Managing Partner & Director of Client Services

Note: You may not join this session part way through. You must participate from the beginning at 10:00am.

12:30 PM

Networking Lunch

Track: General

Meet many of your agency peers while taking a break over lunch.

02:00 PM Break-out Sessions

Agency Growth Case Study: Prepare to Fight or Brace for Impact

Track: Agency Principals

As CMO of Zimmerman, Goldberg has played a

Zimmerman: **Michael Goldberg**, EVP & Chief

leading role in guiding the agency through significant growth and diversification over the past decade. The agency has transformed itself from a regional automotive agency to one of the largest retail agencies in the country. In fact, the agency has more than tripled itself to over \$2.5 Billion in billings with offices throughout the country.

Marketing Officer

In his career, Goldberg has won 124 out of 134 pitch finals. In this session, he will share the new business core competencies that he's used to create an unfair fight in a pitch. Goldberg will discuss the power of specializing, the importance of knowing where you are not special, how to leverage the agency's innate culture, along with sharing important tools should you find yourself up against Zimmerman anytime soon.

How I'm Converting Meetings Right Now: 206% Growth in Two Years

Track: Small-Mid Agency

The Mirren team holds a lot of pride for this particular session. Cinquino+co applied lessons learned from this conference, which they credit for helping to completely transform the agency – during the recession. We love the underdog. We love come-back stories, and this is a good one.

cinquino+co.: **John V. Cinquino**, President

Just a few short years ago, the agency was facing massive client cutbacks and no pipeline. The agency's future existence was uncertain. However with the tenacity of the agency's president, John Cinquino, the firm managed to stabilize with a loyal team and base of clients. But then, as the recession kicked in, so did their exponential growth. In a very short period they not only bounced back, but have created an unstoppable new business machine. Proactive prospecting is that the core of their new engine. But should they decide to enter a competitive review, their win rate is 75%. In a case study format, Cinquino will cover:

How crisis stimulates opportunity.

Looking outside the agency world to realize the need for a new business team.

How to adapt account planning and prepare to convert the first meeting.

Total agency involvement from the top down.

Less is more, quality not quantity is the path to victory.

How to adapt some of what you will learn at this conference to make it your own.

03:30 PM Break-out Sessions

The 2010 Client – Agency Relationship Report

Track: Large Agency, Small-Mid Agency

The agency research specialists, IMI International, will reveal the results from this annual new business study with Mirren. The findings identify exactly what is holding agencies back from converting more business with clients.

IMI International: **Don Mayo**, Managing Partner
 IMI International: **Alan Armitstead**, Managing Director

With client and agency participants, the results contrast the two diverse perspectives:
 From the agency's perspective, what do clients most need out of the relationship? Contrast this against what clients believe.
 From the agency's perspective, what should clients be doing differently to be more effective? Contrast this against what clients believe.
 What is the biggest gap – and the biggest new business opportunity – from the agency's viewpoint, and from the client's viewpoint?
 Where is the alignment? Where is the friction?
 When is divorce on the horizon?

By understanding how to better capitalize on client needs, you will take away new insights that will help you convert more business.

Search Consultants:

A Perspective from the Next Generation

Track: Large Agency

As the conference has been looking at those agencies defining the future of the business, we'll speak with those Search Consultants defining the future of their business. In fact, this group will be leading the next generation of Search Consultancy. They did not build their consulting field. But they will redefine it over the coming few years.

AAR Partners: **Lisa Colantuono**, Managing Partner
 Pile & Company: **Meghan McDonnell**, Vice President
 Ark Advisors: **Ken Robinson**, Principal
 Hasan + Co: **Hasan Ramusevic**, President

The panel will discuss the latest trends they see defining agency selection and the role of Search Consulting in that process. With the sheer number of pitches they have facilitated, a tremendous amount of insight will uncover what it takes to increase your win rate in the current climate... and for the next decade.

Time will be provided for audience Q&A.



Moderator

McCann Worldgroup USA: **Matt Weiss**,
 EVP, Chief Growth Officer

04:30 PM

The Client Perspective: Relationship & Courting Advice for 2010

Track: Large Agency, Small-Mid Agency

Each year, we host several top clients as they provide a frank perspective on agencies. What is top of mind for them coming out of the recession? How are they balancing short-term revenue goals with long-term strategic objectives? What does it take to get in the door? Where will their spending increase? Where will it be cut further? Will procurement ever get a grip on reality?

Past panelists have included the marketing chiefs from General Mills, JetBlue, Toyota, BMW Mini, Xbox, GE, Verizon, to name a few.

This year, the panel will be hosted by Peter Krainik, CEO of The CMO Club, an exclusive network of top CMOs.

06:00 PM

Cocktail Reception

Track: General

Join us as we wrap up from the day's sessions and connect over cocktails.

And a big thank you to [Ad-ology](#) for hosting the 2010 Cocktail Reception. Be sure to drop by Ad-ology to say hello and pick up drink tickets!

07:30 PM

Conference Closed For Day

Track: General

Wednesday, April 14 2010

08:30 AM

Opening Remarks

Track: General

David & Goliath: **Neilan Tyree**, Chief Marketing Officer

08:45 AM

Keynote: It's The Changing Landscape That Fuels The Opportunity

Track: General

Droga is the single most-awarded person at Cannes with over 50 lions. He has been inducted into the

Droga5: **David Droga**, Founder, Creative Chairman

American Advertising Federation Hall of Achievement and honored with Lifetime achievement awards across the globe. In 2006 David founded Droga5 in New York, which Creativity magazine named “U.S. Agency of the Year” in 2007. Droga5 then became “Agency of the Year “ in four separate countries. And now, they are the fastest growing independent agency in America.

10:00 AM Break-out Sessions

Recovery: How Consumers and Companies Are Really Responding

Track: Large Agency, Small-Mid Agency

The economy is starting to rebound, but what does that really mean for consumers and companies? Where are people actually spending money? And what companies and industries are flourishing despite the downfall? Based on the latest research findings from Mintel, this session will arm you with critical new information. Take away key insights that will directly impact your targeting and approach to converting those target prospects.

Mintel International: **Krista Faron**, Lead Innovation Analyst

Mintel International: **Gaby Fireman**, SVP Corporate New Business, Head of Media UK and USA

Advanced Final Pitch Deck Writing: Bring/Evaluate/Rewrite Your Presentation (part one)

Track: Large Agency, Small-Mid Agency, Hands-on Sessions

In 2010, you must convert every single opportunity that presents itself. But as you know, a “big idea” in no way guarantees a win. Facing competition like you’ve never experienced before and the fickle nature of clients, selling that big idea is a real challenge. There’s nothing worse than receiving the call where you’re told, “Sorry, but you came in... second.”

Mirren Training: **Brent Hodgins**, Managing Partner & Director of Client Services

Based on the latest insights from Mirren’s on-site training, this double-length session will focus in on how to orchestrate the entire final pitch presentation – with the end goal of converting every prospect. Completely new strategies have been incorporated into this 2010 session, including a look at procurement, selling the value of your work, analytics and the mind of the decision-maker. This session will address:

- Why you’ve written your presentation for the wrong person.
- Becoming the prospect’s champion.
- Pre-empting procurement.
- Selling the value of your work.
- Storytelling and dramatic arcs.
- Measurement and analytics.
- Presentation structure.
- Presentation design.
- Visual aids.
- Room theater.

Note: This is a double-length hands-on working

session that begins with instruction. It is then followed with all participants doing a rewrite of an existing final pitch presentation. Bring a print-out of a representative pitch presentation to work with. You may also work with one on your laptop. Coaching and support will be provided.

11:15 AM Break-out Sessions

Taking Back Your Power with Procurement: Insights From an Ex-Client

Track: Large Agency, Small-Mid Agency

David Wilson will reveal what it takes to redefine the balance of power between you and Procurement. He should know what it takes. He served as the Vice President, Global Procurement for Mattel, where he led the strategic sourcing of over \$1 billion globally. David will not only pull back the curtain and demystify the department, he will reveal how they operate and what you need to do to better prepare for and engage this challenging gatekeeper.

Stirling Consulting Group: **David Wilson**, President

Marketing ROI Insights: Improving Client Strategies and Effectiveness to Grow Agency Revenues

Track: Large Agency

Clients are under increased pressure to measure and deliver ROI to justify budgets and improve performance. Agencies prepared to support clients with strategies and tactical plans based on marketing ROI insights are better positioned to grow their business.

Lenskold Group: **Jim Lenskold**, President

This session will show you how to use marketing ROI techniques to differentiate your pitch and build client loyalty. Presenter Jim Lenskold, author of the award-winning book “Marketing ROI: The Path of Campaign, Customer, and Corporate Profitability,” will share practical techniques, challenges, and opportunities specifically for enhancing the agency role. Lenskold Group clients include MasterCard, Kodak, Avaya, and Time Warner Cable.

Key takeaways:

- How to use marketing ROI techniques to guide strategic decisions in the planning stage
- How design campaign measurements to prove and improve marketing effectiveness
- What it takes for your agency to win more business with marketing ROI insights

Advanced Final Pitch Deck Writing

Advanced Final Pitch Book Writing

Bring/Evaluate/Rewrite Your Presentation (part two)

Track: Large Agency, Small-Mid Agency, Hands-on Sessions

The double-length hands-on working session continues from Part One at 10:00am. This session begins with instruction. It is then followed with all participants doing a rewrite of an existing final pitch presentation. Bring a print-out of a representative pitch presentation to work with. You may also work with one on your laptop. Coaching and support will be provided.

Mirren Training: **Brent Hodgins**, Managing Partner & Director of Client Services

Create a more impactful final pitch approach that you can apply to all of your presentations.

Note: You may not join this session part way through. You must participate from the beginning at 10:00am.

12:30 PM

Networking Lunch

Track: General

Meet many of your agency peers while taking a break over lunch.

01:30 PM Break-out Sessions

Advanced Writing:

Questionnaire Responses, RFPs & Case Studies

Track: Large Agency

You invest a tremendous amount of time and effort in these key documents. And yet, clients still complain that agencies all look and sound the same. Given this, how should they be structured and written to better differentiate and persuade? This session will look at:

Consultant: **Donna Wiederkehr**, Agency Growth Consultant

The key elements for client decision-making (that you're missing).

Better address the value of your work.

Cut back the quantity of copy on each page.

Communicate complex information more visually.

How to get business results data from your clients.

Better articulate case study results.

Learn new principles to turn these into documents and content that will:

- (1) actually be read by the prospect;
- (2) better differentiate the agency; and
- (3) better sell and convert the prospect.

A Formula for Fueling Agency New Business through Social Media

Track: Large Agency, Small-Mid Agency

This session will provide a step-by-step overview and

Michael Gass Consulting: **Michael Gass**, Owner

guide for creating a social media strategy to build credibility quickly and to generate inbound new business leads for your agency:

Major Shift in Advertising Means a Shift for Agency New Business Practices
 The 4 Ways Social Media is Changing Ad Agency New Business
 The Benefits of Social Media for Ad Agency New Business
 The Best First Steps Into Social Media
 A 4 Step Approach to a Social Media Plan
 Social Media Best Practices: Twitter, Facebook, LinkedIn and Blogging
 Time Management: How Do I Keep Up with Social Media?

03:00 PM Break-out Sessions

Capitalizing on the Next 24 Months

Track: Large Agency, Small-Mid Agency

Ten years out seems like dreaming right now... who knows for sure where the business will be in a decade. These cutting-edge panelists will instead take a good hard look at specifically where agencies can best capitalize in the shorter-term. Beyond just “digital” and “social media,” what do clients need right now? What are they paying for right now? How must agencies immediately adapt to better capture this business? And how will this evolve over the next couple of years?

Learn more about what these highly successful agencies do differently - and no matter what type of agency you are, learn more about evolving your own business.



Moderator

Zimmerman: **Michael Goldberg**, EVP & Chief Marketing Officer

Razorfish Europe: **Darin Brown**, President
 Deep Focus: **Ian Schafer**, Chief Executive Officer
 Big Spaceship: **Michael Lebowitz**, Founder & CEO

Initial Outreach Scripting:

Crafting Your Voice Mails, Emails & Direct Mail

Track: Small-Mid Agency

You have only one chance for a first impression. Given this, and the short attention span of clients, there are several critical points that you must make within the first few seconds or lines of your outreach. Here, you will move step-by-step through a process that will help you to craft the messaging that will best hook your prospects. The session will also cover outreach strategies, tools and tactics to help you develop your entire outreach strategy.

Marber Consulting: **Kate Marber**, New Business Consultant

Ultimately, the goal is to get the prospect on the phone, to convert the phone call into a meeting... and the meeting into the first project. Leave with a plan and scripts that you will have written to begin using when you get back to the agency.

04:30 PM

Generating Short-Term Revenue: Your 2010 Action Plan

Track: General

Probably the most important session of the entire conference: you will actively select those strategies and those tools (from the past 3 days) that can best be applied to your unique situation. You will walk through a step-by-step approach and begin to outline your 2010 New Business Plan; one that will best drive short-term revenue for your agency.

Mirren Training: **Brent Hodgins**, Managing Partner & Director of Client Services

Learn exactly how your plan should be structured, the critical elements that must be included, and how to avoid several of the pitfalls that hold back most agencies from achieving their planned objectives. This session will include open discussion and Q&A.

05:00 PM

Conference Closed

Track: General