



Project Management for Agency Initiatives:

Maximize Client Satisfaction and
Agency Profit Margins

The American Association of Advertising Agencies
Professional Development Seminar

DraftFCB
100 West 33 Street
The Union Square Room, 5th Floor
New York

Wednesday, June 8, 2011

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Your campaigns have become increasingly more complex, and the work more technical, integrated, and sophisticated. Additionally, many of your clients are continually looking for ways to cut costs and get more for less.

How can you ensure that your company maintains its profitability while keeping your clients happy?

Producing brilliant work is certainly a key element to success. However, no matter how great the work, if your projects continually go off-track your clients will be unhappy and your profits will shrink.

Project Management has responded to these issues and has been used to great success in many industries. A firm foundation in the principles of project management will keep your agency projects on track and on time. It promotes teamwork, improves communication, reduces costs and stress, and ensures that appropriate project elements are properly identified, monitored, and measured.

The 4A's is pleased to present the first Project Management Workshop aimed solely at agency professionals. Project Management skills will serve as your safety net in this high-wire industry.

In addition to a comprehensive training workbook, for further use in your agency operations, you will receive electronic copies of all forms, charts, templates, and other useful project management tools discussed during training.

What Will You Learn

In this one-day workshop, participants will learn agency-proven, project management techniques, tips, and approaches that will help to ensure a project's success. These will include:

- The two most frequent causes of project problems and what you can do about them
- How to manage project changes in a way that maintains margins while keeping clients happy
- The critical secret to getting the attention and support of the executives whose support you'll need to be successful
- How to prevent team members from missing deliverable commitments
- How to keep project changes/unidentified project constraints from throwing you off schedule and thereby killing your profit margins

The workshop will follow an eight-step program for successful project management:

1. **Project Definition:** Get everyone focused on the same project outcome
2. **Team/Stakeholder Identification:** Make sure that all the right people are involved
3. **Plans, Schedules and Budgets:** Determine that all actions are accounted for in the plan
4. **Hand-off Management:** Prevent key actions and deliverables from “falling through the cracks”
5. **Measurement:** Track against internal and external customer requirements
6. **Communication and Change Management:** Ensure that people get needed information on time, and that project changes are managed effectively and profitably
7. **Risk Management:** See that project-threatening risks are prevented or managed effectively
8. **Team Performance Management:** Set individuals and teams up for success rather than failure

Who Should Attend

Account Managers, Project Managers and other team members that have responsibility for managing projects in your agency.

About the Seminar Leaders

Dave Po-Chedley has been actively involved in project management for over 30 years. During this time, he has worked on and managed projects, and helped others to manage projects effectively through consulting and training. He is a Principal at Cambridge Consulting, a firm dedicated to enhancing project effectiveness for clients around the world. Dave has extensive experience with project management in the context of advertising agencies through his work with clients Ogilvy & Mather, Havas Media, and EuroRSCG.

Certified as a Project Management Professional (PMP) by PMI® (The Project Management Institute), Dave is a faculty member for the PMI Seminars World program. He has delivered numerous presentations at PMI international, regional, and local conferences.

Mina Seetharaman will co-facilitate the workshop. Mina is currently the Executive Program Director for the Ogilvy Advanced Video Practice and leads Ogilvy's Project Management training initiatives in North America.

Mina joined Ogilvy New York 6 years ago as a Director of Project Management, managing digital delivery across accounts such as American Express, SAP, Dove, TD Ameritrade and Kraft. In 2008, she became the Executive Program Director on one of Ogilvy North America's largest accounts, where she was responsible for 360 project delivery and scope negotiation.

Prior to joining Ogilvy, Mina was at IconNicholson, where she led the development of projects ranging from custom content management system development to the implementation of major technical installations in the retail environment. Her client list included AOL, MasterCard, Bristol-Myers Squibb, Prada and Empire BlueCross BlueShield.

Schedule

8:30 AM	Registration and Continental Breakfast (<i>included in registration fee</i>)
9:00 AM	Workshop begins
12:30 PM	Lunch (<i>included in registration fee</i>)
5:00 PM	Workshop adjourns

Registration Fee

\$295 per person, 4A's members

\$395 per person, Non 4A's members

Early registration is recommended, as this event is limited to **48** persons

How to Register

1) Go to www.aaaa.org.

2) Login to the 4A's Web site using your company email address

3) If you do not have an account on the 4A's Web site, create an account using your company email address

4) Click the "Events" link then "All Upcoming Events" on the 4A's homepage

5) Locate desired event

6) There are two ways to register for a 4A's event:

- To register yourself, click the "Register" button
- To register both yourself and/or anyone else including multiple staff from your company, choose the "Register Group" button.

Cancellation Policy

Excluding a \$25 processing fee, refunds will be granted only if requests are received by 4A's in writing by Tuesday, June 1, 2011. **No refunds will be allowed after this date.**
Substitutions will be allowed, provided arrangements are made with 4A's.

Questions?

Programming: **Sal Conte**, (212) 850-0762 or sconte@aaaa.org

Registration: **Troy Starwalt**, (212) 850-0733 or tstarwalt@aaaa.org