

From: Chick Foxgrover cfoxgrover@aaaa.org
Subject: Re: Mike--Re: 22 Squared's November 17th Visit to 4A's
Date: November 13, 2014 at 8:14 AM
To: Mollie Rosen mrosen@aaaa.org

Hi Mollie,

I'm sorry that I won't be able to get anything to you by today. I hope to get my material together as soon as I can but it might not be before the weekend. Let me know how I can make it easiest for you.

Chick

Chick Foxgrover / 4A's

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On Nov 12, 2014, at 3:15 PM, Mollie Rosen <mrosen@aaaa.org> wrote:

Hi All,

Just a friendly reminder to get me any slides you are planning on using in next Monday's meeting with Mike Grindell of 22 Squared by tomorrow so I can organize the presentation.

The outline of his key areas of interest for the discussion are below (TERRY - thank you for joining us, your background of data and analytics will be very helpful here I think - appreciate any thoughts you have regarding the below particularly on point #3).

I am also attaching a deck that Mike sent in advance that he'll walk us through in the meeting to give us background on what 22 Square is currently doing and act as a jumping off point for our discussion.

Thanks!

Mollie

On Thu, Nov 6, 2014 at 10:21 AM, Mollie Rosen <mrosen@aaaa.org> wrote:
Sorry, My email sent without my hitting send (neat trick...)

Below is what we're planning on covering with him:

1. He'll start with a quick overview of 22squared - how they are presenting themselves to the market, their unique offering, generally how they are structured

2. discussion of **Content** - He'll share how they are structuring themselves, the kind of work they are doing - and for discussion:

- how are others structuring themselves
- how are others pricing this offering
- how are others managing the mix of broadcast/social/content as clients as for a more diverse creative and media offering

SAL - I CAN SHARE WHAT WE'VE TALKED IN MY FORUM ON THIS BUT DO YOU HAVE MORE FORMAL GUIDANCE?

JULES - ANYTHING FROM YOUR COMMITTEE ON THIS?

3. discussion of **Analytics** - how we are structured, tools we are deploying, some examples of our work - and for discussion:

- how are other "integrated shops" structuring analytics
- how are others pricing this offering and handling the costs of tools/platforms
- what are the emerging themes in analytics for 2015

CHICK - YOUR THOUGHTS HERE?

BILL - GUESSING YOU MIGHT HAVE SOME THOUGHTS HERE AS WELL?

SAL - ANYTHING FROM YOUR AREA?

4. discussion of **IT** - generally how we have crafted our infrastructure - and for discussion:

- any thoughts how other mid size shops are managing IT, tools, platforms
- discussion of storage management
- role of IT in client delivery

CHICK - ALL YOU! :)

5. and if we have time - evolving leaders from 22squared and how we should engage with the AAAA's

THANKS ALL!

On Thu, Nov 6, 2014 at 10:14 AM, Mollie Rosen <mrosen@aaaa.org> wrote:
you're lookin' at her.

You must've read my mind as this was what was keeping me up last night :)

If everyone can send me their slides by Thursday (11/13) of next week that would be great.

Below is a list of what we're planning on covering:

On Thu, Nov 6, 2014 at 10:08 AM, Jules Shapiro <jshapiro@aaaa.org> wrote:
Hi Mollie,

Do we have a point person set up for managing slides for the visit? I'm going to have less than 10. I'm still tweaking but would like to know who to send to, so everything is ready to go for when I pop in at 1 during my VML break.

Thx!

Jules

On Thu, Oct 23, 2014 at 1:17 PM, Jules Shapiro <jshapiro@aaaa.org> wrote:
Of course. The VML schedule is 12 to 1 and then 1:30 to 2:30 pm... so perhaps 1 to 1:30 if that's available

On Thu, Oct 23, 2014 at 1:13 PM, Mollie Rosen <mrosen@aaaa.org> wrote:
Thanks to all for making this work and being flexible! Jules/Chick, let me know what time slot works best for you and we'll create the agenda around that.

Alison - you're always welcome :)

On Thu, Oct 23, 2014 at 1:07 PM, Alison Fahey <afahey@aaaa.org> wrote:
Scheduling VML has been a problem. Let's keep it where it is.

Yes, Jules can pop out for 30 minutes. Can I too? Just kidding.

Alison Fahey / 4A's

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On Thu, Oct 23, 2014 at 1:00 PM, Jules Shapiro <jshapiro@aaaa.org> wrote:
Mollie,

That's a question for Alison. If we can shift things so everything works for everybody between the member visit and VML, then that would be ideal, of course.

Jules

On Thu, Oct 23, 2014 at 12:51 PM, Chick Foxgrover <cfoxgrover@aaaa.org> wrote:
We can work through this. Adding Marcie to the conversation as she's scheduling things.

CF 4As mobile

On Oct 23, 2014, at 12:49, Mollie Rosen <mrosen@aaaa.org> wrote:

THANK YOU! :) Jules, any chance we can steal you for 30 min?

On Thu, Oct 23, 2014 at 12:49 PM, Chick Foxgrover <cfoxgrover@aaaa.org> wrote:
I was going to work in at least an hour for 22squared Mollie.

CF 4As mobile

On Oct 23, 2014, at 12:47, Mollie Rosen <mrosen@aaaa.org> wrote:

Ugh. We had chosen this time weeks ago b/c it looked like it could work for all and he's coming into the office specifically to meet on these topics.

Any chance the VML meeting could shift back by like 30 minutes so we could cover yours and chick's topics at the start of the meeting and then release you to VML?

Thanks for raising the red flag.

Mollie

On Thu, Oct 23, 2014 at 10:39 AM, Jules Shapiro <jshapiro@aaaa.org> wrote:
Hi Mollie,

There is a VML meeting on 11/17 from 12 to 1 and then 1 to 2:30 to discuss content strategy and some other items that Alison wants me to be present.

This conflicts with this member visit and meeting. I also don't think Chick can make it as well, since he needs to be in attendance for the VML meetings. Is it a possibility to move the meeting? If not because the member may not be in town past that day, is it essential that I am present, or do you have enough content to fill this time block up without me?

Thanks,

Jules

On Thu, Sep 25, 2014 at 6:13 PM, Mollie Rosen <mrosen@aaaa.org> wrote:
Hi All,

Can you let me know what time you have available for this meeting with Mike Grindell of 22squared on the afternoon of Nov. 17th?

Thanks!

Mollie

----- Forwarded message -----

From: **Mike Grindell** <mike.grindell@22squared.com>

Date: Wed, Sep 24, 2014 at 7:57 AM

Subject: Re: Mike--Re: 22 Squared's November 17th Visit to 4A's

To: Tom Finneran <tfinneran@aaaa.org>

Cc: Mollie Rosen <mrosen@aaaa.org>, Bill Tucker <btucker@aaaa.org>, Jules Shapiro

<jshapiro@aaaa.org>, Chick Foxgrover <cfoxgrover@aaaa.org>, Sal Conte <sconte@aaaa.org>, Rinal Shah

<rshah@aaaa.org>, Joyce Glenn <jglenn@aaaa.org>

Thank you very much (met Mollie yesterday here in Atlanta!)

would it work for you all to meet in the afternoon - I am flexible on time of day and very much appreciate the opportunity to discuss these topics with you - let me know if the afternoon works, can start as early as lunch

thank you

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On Tue, Sep 23, 2014 at 6:11 PM, Tom Finneran <tfinneran@aaaa.org> wrote:
Mike:

I wanted to get back to you re your November 17th visit to 4A's

We need to set a time window for your visit on November 17th.....once we get your time preference we can strive to lock in schedules for 4A's subject matter experts to meet with you.

As I mentioned I will be traveling on November 17th ...However...**Mollie Rosen** who heads up 4A's Member Relations group will coordinate the discussions for your visit.....Mollie has recent & deep senior level agency account management experience [she also works closely with the Strategy/Planning community]

In addition to meeting with Mollie...We are endeavoring to set up meetings with the following members of the 4A's management team:

Bill Tucker.....Bill is a media expert--he is also knowledgeable about data & analytics
Chick Foxgrover.....Chick is knowledgeable about creative technology and IT
I believe that you met Chick & Bill at the Data security meeting that we held earlier this year
Sal Conte.....I believe that you know Sal.....he can talk to you about project management, production and agency comp matters
Jules Shapiro.....Jules works with the association's social media committees---That committee focuses heavily on content

Glad to chat further as your schedule allows

Tom Finneran / 4A's
EVP, Agency Management Services
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On Thu, Sep 18, 2014 at 11:09 AM, Mike Grindell <mike.grindell@22squared.com> wrote:
Tom

greetings - wondering if you and a few key people would be in the office Monday, November 17th

I would like to get a few discussions set up if possible

- analytics - what learnings exist about how integrated shops like 22squared are developing tools and pricing their offering

- content - we are quickly evolving our creative department around Campaigns, Content, and Design - and would like to learn how others are organizing and managing - and finding and motivating talent

- tools - over all we are seeing an explosion of tools needed to manage the business - IT, analytics, media - how do we integrate the costs into our pricing

Let me know if it is possible to get 1-2 hours with you or whoever is best - thank much

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Warm regards,
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Warm regards,

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<22squared Mike Grindell AAAA 11 17 2014.pdf>

