



MANAGING AGENCIES - A ONE DAY TRAINING COURSE

Course RDMAG/01

HOW TO GET THE BEST OUT OF YOUR AGENCIES OF RECORD

- Are your agencies delivering you great outcomes at a fair price consistently?
- Do the fees your agency receive, and the ways of working you employ with them, motivate great performance?
- Have you defined what agency performance means for you and does your agency care?
- Should you have an element of fee based on performance?
- Do you really know what your agencies are good at and how they manage themselves to give you what you need?
- Do you have a governance structure with your key agencies that create clarity for decision-making and issues resolution?

WHO SHOULD ATTEND?

- Marketing professionals who manage key agency relationships
- Procurement professionals who support marketing

TRAINING OBJECTIVES

- To increase attendees confidence and capability in managing key agency relationships
- To help attendees understand the key drivers of agency behaviour and how this affects performance
- To provide practical guidance on what best practice is and the role of contracts, agency reviews and ethics
- To help attendees appreciate the role that commercial issues (e.g. fees, performance related incentive payments and [say] production costs) play in agency management

PROGRAMME CONTENT

- What does "agency management" mean and what does it deliver when its done well
- A view from the inside – what impact does poor agency management from clients have on agency behaviours, motivations and performance
- Best practice – the role of agency review, pay for performance and governance
- Fees and production costs – the water filled balloon and the need to keep all commercial aspects of the relationship transparent and under control

DELIVERED BY



Rosie Doggett and Richard Davis of RD Squared; expert trainers with top agency and procurement backgrounds with 45 years experience in an array of industries from retail to FMCG, from finance to fashion.

