



RETAINED AGENCY FEES - A ONE DAY TRAINING COURSE

Course RDRAF/01

WHAT IS A FAIR FEE AND HOW TO FORMULATE A “PERFORMANCE-RELATED” FEE STRUCTURE

- Has your agency told you recently that they are “losing money” on your business?
- Do you want to undertake a fee review but you are uncertain where to start?
- Do you have a “gut feel” that your agency fees are too high (or too low)?
- Have you thought of introducing or enhancing a “pay for performance” element of the fee?
- Are you happy that the price you are paying for your agency services (fees) are sensibly related the cost of providing them?
- Are you confident that you understand what is included in your fee and what isn't?

WHO SHOULD ATTEND?

- Marketing professionals who manage key (retained) agency relationships
- Procurement professionals who support marketing

TRAINING OBJECTIVES

- To provide a framework for assessing and agreeing fair fees
- To give attendees the confidence to negotiate fees with agencies from an informed position
- To provide attendees with practical guidance on developing “pay for performance” elements of fee
- To recommend ways of negotiating fees with agencies that is fair and equitable
- To understand and apply best practice approaches to determining fair fees

PROGRAMME CONTENT

- The issues associated with buying creative services and agreeing the price for those services
- The fundamentals of retained fee structures
- The relationship between price and cost and its importance to agency fee negotiations
- The relationship between agency resources and marketing outcomes
- View from the inside – how agencies regard fees and PRIPS
- The relationship and importance of fees and other agency income
- Practical guide to determining a fair fee and performance related fees

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.