

FUELING AD AGENCY NEW BUSINESS THROUGH SOCIAL MEDIA



14 November 2011 - Sandton Convention Centre, Sandton
16 November 2011 - Southern Sun, Elangeni, Durban
18 November 2011 - Southern Sun, Cape Sun, Cape Town

CMO's Marketing Outlook Study, "80% of decision makers say they found the vendor, not the other way around." The same report also correctly predicted that social media would become mainstream.

Social media has already impacted advertising as we know it. It also impacts new business development.

Instead of chasing after new business it was more important for an agency to have an appealing position to be found by a specific target audience. As important as a website is for an agency it is now as important to have a new gateway to the agency, a blog.

This practical program is designed to "focus and kick-start" your agency's understanding, participation, credibility and leadership in social media with less expense, time and frustration. Simultaneously creating a new business pipeline and lead generation network that can be maintained when your agency is at its busiest.

Agency Benefits:

- Establish social media credibility and capabilities quickly
- Create a perpetual pipeline of inbound prospective client leads from among your agency's best target audience
- Easily discover and implement the most appealing and differentiating positioning and branding for your agency
- Develop a systematic approach for your professional enrichment that simultaneously revolutionizes your networking capabilities
- Best practices for content marketing, Twitter, Facebook and LinkedIn
- Build awareness and appeal to a specific target audience that best matches your agency's core strength and greatly expands your agency's current market
- How to price and service social media

Event Organiser:
Classic Exhibitions & Conferences C.C.
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09:00 Registration & early morning coffee & pastries

This one-day workshop is designed to help agencies "jump-start" their social media and new business efforts.

10:30 Morning Coffee, Tea & Sandwiches

The first portion of the day is spent with an overview on how to create a new business program through social media.

- Establishing a base: 30 post in 30 days
- Best practices: Agency Blog, Twitter, Facebook & LinkedIn
- Tools for the agency and its clients
- Pricing and servicing social media
- Finding and engaging your best targeted prospects
- Time management tips to provide the best return on your time investment
- Measurement and adjustments

13:00 Lunch

15:30 Afternoon Tea, Coffee, Pastries

The second portion of the day is spent on your agency's positioning, your best way to go to market. Answering questions such as:

- Who is your agency's best target audience?
- What is the best search terms/phrases to dominate?
- What is your agency's best and most appealing point of differentiation?

16:30 End of Workshop

Recommendations and Testimonials:

"It was a pleasure working with Michael. I found him to not only be highly personable, but extremely professional and results-focused. His expertise in the advertising /agency new business space is exceptional and his willingness to go above and beyond expectations is the norm and common practice for Michael."

Jeff Adelson-Yan, Managing Partner, Levelwing, New York, NY

"Michael Gass is an expert in utilizing social media to develop and drive an agency's new business efforts. He is a valuable resource for advertising agencies and provides insightful information."

Susan Ewing, President of Memphis Chapter the American Advertising Federation

"Michael Gass has helped our company get our arms around the critical issue of social media and how we can build our business. He has been instrumental in connecting with our clients and prospects using digital tools, developing deeper, more meaningful relationships. His knowledge of the social media space has been invaluable for Locomotion Creative."

S.A. Habib, President of Locomotion Creative, Nashville, TN

"Mike has been an invaluable resource to my agency. He is an excellent strategic thinker who really understands how to attract new business prospects through social media. Mike has great people skills and a knack for reaching and effectively communicating with decision-makers. He is a trusted advisor and thought leader in the area of new business development for advertising agencies."

Don Beehler, President of ABC&D Communications, Franklin, TN

WORKSHOPS

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"Michael has been instrumental in helping our agency define its focus in sustainable green marketing, while offering tremendous practical insight on leveraging online social media to build our business. He offers the knowledge of an ad industry veteran, is incredibly responsive, and is an absolute pleasure to have as a valuable member of our team. I'm proud to not only rely on Michael as a trusted adviser, but as a new friend."

Park Howell, President of Park & Co, Phoenix, AZ

"I have the utmost respect for the wealth of knowledge that Michael possesses. He is a never-ending resource. I first met him through his blog, Fueling New Business, and have been impressed ever since. Michael embraces social media and understands it for the true strategies it provides. He is an asset to every company that has the opportunity to work with him."

Jaci Russo, Senior Partner, The Russo Group, Lafayette, LA

"Michael is the social media guru. He opened our agency's eyes to all the possibilities in social media. In one intense 5-hour seminar we gleaned more knowledge about generating buzz and information, than if we'd read 20 books. In short, Michael was a Gass to work with."

Scott Nelson, President, Nelson Creative, Atlanta, GA

"Without Michael I wouldn't be as far as I am currently with my blog and social media in general. He knows what he's doing and if you listen to him you'll see great results."

John Sonnhalter, CEO, SONNHALTER, Cleveland, OH

"Michael is an expert at connecting your business strategy to your blogging and online engagement efforts. Michael knows

how to listen and create actionable ideas to impact your lead generation efforts as well as position you as an expert."

Jeff Fromme, Managing Director, Adamson, ST Louis, MO

"I have worked with Michael as a colleague and as a consultant. Michael is among a small group of people who understand the ramifications and possibilities of Social Media as a salable tool for ad agencies today. He is also keenly involved in helping ad agencies use Social Media to benefit their own business model. A true professional."

Art Johnsen, Partner, Locomotion Creative, Nashville, TN

"Michael provides a wealth of knowledge as fast as you can digest it. He goes above and beyond to help get your social media program running as fast as possible. He provides value on every phone call, and is always available to answer questions or provide recommendations to speed your implementation and generate positive results."

Todd Knuttson, CEO, The List, Atlanta, GA

"Michael took a great deal of time to speak with me the other day when it was clear that I was not the "ideal" candidate to become a client (not yet, anyway). His guidance given my challenges and opportunities is very much appreciated. Michael is one of those people you just want to have dinner with and listen to his stories—a great guy!"

Michael Slawlin

"Michael dispels the notion that business consultants are all talk and no action. His approach is very tactically oriented, providing hands-on instruction in addition to highlevel strategic insight. He is a deliberate listener, answers questions thoroughly and is just a nice guy to boot. A pleasure to work with."

Drew Mehl, Partner/Creative Director, Binary Pulse, Costa Mesa, CA

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"Michael is without doubt one of the leading, if not the leading social media expert as it relates to the world of advertising and marketing agencies. He has been doing it himself for over two years and is very experienced. He will help you set up your social media plan and execute it in the shortest time possible. Michael is great to work with, reliable, great value and extremely encouraging. He is always there to support you and is a pleasure to work with. In my opinion he is by far the best social media new business expert for agencies of all types and disciplines. Hire him. You will not regret it!"
Clive Maclean, CMO, Engauge, Chicago, IL

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TotalCom Marketing Communications
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Steve Kleber, President
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Binary Pulse
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<http://www.binarypulse.com>
Drew Mehl, Creative Director/Principal
drewmehl@binarypulse.com

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Registration Form

Attention: Classic Exhibitions & Conferences C.C.

Fax: 086-758-2820 or 086-766-8147 Tel: 011 830-1309/830-1322/830-1334

Email: nigel@classicevents.co.za Address: P.O. Box 291765, Melville, 2109

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DATE: 14/16/18 November 2011

FEE per delegate

Inclusive of course materials, refreshments and lunch.

All prices inclusive of VAT.

Early bird valid till 30 September 2011

1 day full price R4574-00 early bird R3574-00

VENUE:

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REGISTRATION DETAILS

Delegate Name: Mr/Mrs/Ms _____

Job Title: _____

Email: _____

JBH 14th DBN 16th CT 18th

Delegate Name: Mr/Mrs/Ms _____

Job Title: _____

Email: _____

JBH 14th DBN 16th CT 18th

Delegate Name: Mr/Mrs/Ms _____

Job Title: _____

Email: _____

JBH 14th DBN 16th CT 18th

Company/Organisation: _____

Amount Payable: R _____

Postal Address: _____

Postal Code: _____

Telephone: _____

Fax: _____

Email: _____

Signing this form entails your understanding of the Registration and Payment requirements:

- A confirmation letter and invoice will be faxed/emailed to you upon receipt of your registration form, reserving your seat/s.
- Kindly make payment to guarantee your seat/s as non payment may result in your seat allocated to someone else
- Electronic payment/direct deposit can be made to First National Bank Acc. #: 622-780-941-82. Account Name: .Classic Exhibitions & Conferences c.c. Branch: Cresta. Branch Code: 254-905. Kindly indicate company/delegate name/invoice as reference
- Vat number: 494-021-6916
- Please make cheque payable to: Classic Exhibitions & Conferences
- An official receipt of your payment will be provided, only upon request.
- A certificate of attendance will be provided, only upon request.
- No cancellation and refund given within seven days prior to the event date but replacement delegate can be sent.
- No refund given if delegate did not show up at event but course materials, if any, can be sent.
- Organiser reserves the right to change venue, date, programme and/or speaker/s if circumstances require.
- Organiser will refund payment if event is cancelled. If cancellation is not caused by organiser i.e. natural causes, regret no refund will be provided.
- Please inquire if you need special lunch i.e. vegetarian, kosher, halaal etc, accommodation or disabled facilities

Signature: _____

Submitted By: _____

Organisation / Company: _____

Date: _____



REGISTRATION FORM