

ADTHERAPY

Account Management Workshop

Imagine if your Account Management team:

- Inspired, motivated and got involved with your Creative teams to produce brilliant creative, on strategy, every time;
- Did accurate budgets, reviewed them, chased them and exceeded them, no matter what;
- Ensured profitability on every job;
- Built your business, through reputation and new business opportunities;
- Built relationships inside the Agency and with their Clients; and
- Delivered value-adding advice to their Clients?

Adtherapy has developed a course aimed at senior Account Managers and Account Directors, which encourages them to take ownership and make decisions as though it's their own business.

The course is not about how to put a job bag in the system.

Rather, it encourages them to "own the outcome". In essence, it suggests they should run their account portfolio like an MD would run a business.

The 1 day inspirational and knowledge-based course aims to improve the quality of advertising on their watch, through improving skills and relationships.

Course contents include:



5 Steps to Greatness:

- Be Effective
- Be Efficient
- Be Clear
- Be the Bridge
- Be in Business

Including:

Knowledge, Understanding, Being the Bridge (between client business challenge and creative solution), Getting and Selling Great Work (including the importance of the Internal Review), Problem Solving, Dealing with Conflict, Listening, Communication, and understanding the Business of Advertising.

Interested?

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Booking details and cost on request.

Programme can be run in-house, or at a shared seminar venue for individuals.

"Better skills, better relationships, better results"

For more information, visit website: www.adtherapy.co.za