

WHAT YOU'LL LEARN

Using examples from around the world, this in-depth workshop shows how agencies can capture more value and bring better alignment to client relationships by applying modern customer-based pricing practices in place of the outmoded cost-plus approach.

Instead of focusing just on how to better negotiate with client stakeholders (like procurement), agencies must change what is being negotiated in the first place. The way to move procurement away from a relentless focus on costs is to stop selling inputs and start selling outputs and outcomes. This practical learning experience will show you how.

In a full-day of hands-on instruction and discussion, we'll showcase the progressive pricing strategies used by today's businesses and demonstrate how they can easily apply to professional service firms like agencies. You'll come away with a whole new perspective on how your firm can more effectively capture the tremendous value you create for your clients.

MODERN PRICING FOR AGENCIES

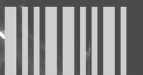
How agencies can stop selling their costs and start selling their value.

THE VALUE TRANSFERRED

Designed exclusively for agency management teams, this transformative full-day workshop explores the new pricing models developed by progressive agencies around the world, including examples that illustrate key concepts like:

- How to change the dialogue away from transparency of agency costs to what really matters: the value being created for the client
- Why all price setting should start with an estimation of value, not cost
- The critical importance of separating the value of ideation and implementation
- How to charge for the value of outputs vs. the cost of inputs
- The difference between bottom-up costing and top-down pricing
- The power of presenting pricing options
- And much more!

WEDNESDAY, MAY 23 | NEW YORK



ABOUT TIM WILLIAMS



Tim Williams is one of the leading voices in the pricing revolution in professional services. As a career agency professional and founder of Ignition Consulting Group, Tim works with firms around the world in the areas of pricing and business strategy.

Tim has been a featured presenter for the American Association of Advertising Agencies, Association of National Advertisers, Institute for Advertising Practitioners, International Advertising Association, Institute for Communications Agencies, and many other associations and conferences worldwide. As a presenter and consultant, Tim has worked with hundreds of agencies ranging from leading independents to multinational agency networks in the U.S., Canada, Europe, Asia, and Australia, including agencies from all of the top five holding companies.

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**TIM WILLIAM'S PRICING
STRATEGY WORKSHOP IS A
MUST FOR ANYONE WORKING IN
THE COMMS INDUSTRY. IT WAS
BRILLIANTLY PRESENTED AND
EXTREMELY THOUGHT-
PROVOKING AND TURNED MANY
OUTDATED INDUSTRY
REMUNERATION PRACTICES
UPSIDE DOWN. BEST WORKSHOP
I'VE ATTENDED IN A LONG TIME**

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*Allen Kiernan, Finance Director
Irish International*

“Our pricing transformation program has allowed us to better negotiate, push back on procurement, and change our language to focus on the value we’re bringing versus the cost of our services. We’re now focusing our conversations with new clients on our mutual goals and the shared value we can create.”

*Martin Belanger, VP Finance,
Vision7 International*

WHO SHOULD ATTEND:

This exclusive full-day workshop is designed specifically for agency CEOs, CFOs, COOs, managing directors, department heads and other senior executives responsible for leading and managing agencies.

Sponsored By:

