



# New Business Development:

A Different Approach  
for Different Times

AMERICAN ASSOCIATION *of* ADVERTISING AGENCIES

**Professional Development Seminar**  
4A's St. Louis Council

Eric P. Newman Education Center  
320 South Euclid Avenue | St. Louis  
Thursday, March 12, 2009

# New Business Development: A Different Approach for Different Times

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Eric P. Newman Education Center | 320 South Euclid Avenue | St. Louis  
(314) 747-6338

## Overview

“Pitching is hard. Getting the chance to pitch is really hard.”

When you're in a pitch there are odds (1-4, 1-5, etc.). But if you are not invited, there isn't even a game, let alone odds. It is incredibly frustrating when the clients you really want won't even consider you. But that doesn't have to be the case.

**This seminar covers every aspect of the new business development process including the presentation pitch; however, it primarily focuses on what agencies need to do the most: develop effective, ongoing prospecting strategies to go after the clients you really want. Prospecting is like medieval courtship. It's not about getting the business; it's about building a relationship so you can be considered to get the business.**

**You'll come away with practical knowledge and new techniques you can apply immediately to your new business efforts.**

## Highlights

- How clients really select an agency
- How you need to position your agency to market it
- New ways to prospect that connect you with hundreds of client decision-makers every few weeks, cost nothing, and take none of your time . . . and get results
- Turn your Web site into a new-business development platform. Your Web site is your persona, not an electronic brochure
- Get press exposure in the publications clients actually read. Ways other agencies have leveraged the press to gain positive visibility
- Make your presentations as creative as the work you show
- How clients perceive advertising agencies and why advertising is becoming less primary; what clients want from their agencies
- New business rules (e.g.):
  - It's always about them
  - You are how you prospect
  - Prospecting is about higher math
  - Frequency is the mother of learning
- Generate ideas for communications that will have universal appeal to prospects and be reflective of the agency's capabilities and positioning
- How to motivate prospects to accept face-to-face meetings.

## What People Are Saying About Robb High

"I thought Robb provided a focus on strategy in new business similar to what we do for our clients but few do for themselves."

"Robb is a real agency new business thinker. Even though we have been very successful in new business, the strategies he presented caused me to rethink what we were doing."

"Robb provided some very smart new business tactics that were both innovative and practical for agencies of any size."

## Who Should Attend

New business is the lifeblood of an agency. That makes it everybody's business. This is a seminar made for "C" level executives and definitely all agency personnel involved in the new business development process. But there is plenty of enlightenment for those creatives, account service and media people who need to grow into the new business development role.

## About Your Seminar Leader

Robb High is a new business consultant who advises agencies on how to use the latest strategies and technologies to prospect and pitch more effectively. He also has an in-depth understanding of what clients are looking for today that comes from another part of his practice, client satisfaction audits.

Robb's experience includes client-side brand management at Procter & Gamble and large and small agency experience including FCB, Y&R, and kirshenbaum & bond.

## Seminar Schedule

8:30 AM	Registration and Continental Breakfast <i>(included in your registration fee)</i>
9:00 AM	Seminar Begins
12:00 NOON	Lunch <i>(included in your registration fee)</i>
4:30 PM	Seminar Concludes

(APPROXIMATELY)

## Registration Fee

\$250 per person, 4A's members

\$350 per person, 4A's non members

## How To Register

- 1) Go to [www.aaaa.org](http://www.aaaa.org).
- 2) Login to the 4A's Web site using your company e-mail address.
- 3) If you do not have an account on the 4A's Web site, create an account using your company e-mail address.
- 4) Click the "Events" link on the 4A's homepage.
- 5) Locate your desired event.
- 6) Click register online. NOTE: Each registrant MUST login to the 4A's Web site to register him or herself for an event. Once the first attendee has registered, he or she may register additional attendees.

Questions or problems registering for your event? Contact Cecilia Graham, [cecilia@aaaa.org](mailto:cecilia@aaaa.org), 212-850-0756.

## Cancellation Policy

Excluding a \$25 processing fee, refunds will be granted only if requests for cancellation are received by 4A's in writing by Thursday, March 5, 2009. Substitutions will be allowed provided arrangements are made with 4A's. No refunds will be allowed after this date.

## For More Information

Contact Cecilia Graham (212) 850-0756 or [cecilia@aaaa.org](mailto:cecilia@aaaa.org)