

# AVOID BLACK HOLES IN YOUR MARKETING BUDGET

## TrinityP3 BUDGET MAXIMISATION Workshop

Insights into making creativity work harder and how a tighter budget in 2009 does not have to affect your marketing impact

### CHAIRPERSON - ARSALAN ALI

• Business Director of TrinityP3 Asia



### INDUSTRY INSIGHTS - DARREN WOOLLEY

- Founder and Managing Director of TrinityP3
- Advises many of the world's top brands
- Insights into how to make creativity work harder



### MEDIA - STEPHEN WRIGHT

- Maximising your largest single expense
- Negotiating more for your media spend
- Making sure you buy better not always cheaper

### AGENCIES - TONY QUAIL

- Chartered accountant, Agency CFO & auditor
- Reveals agency remuneration and profit
- Ways to ensure you get what you pay for



### PRODUCTION - CHRIS SEWELL

- Managing and minimising production costs
- The hidden environmental costs of ads
- Making production more accountable



WEDNESDAY 1ST APRIL 2009, 1.30-6PM, NATIONAL LIBRARY, SINGAPORE

trinity 

# TrinityP3 BUDGET MAXIMISATION Workshop for Advertisers

During the 3 hour workshop we will explore:

1. Scope of Work Analysis - clearly setting your requirements
2. Agency Remuneration - making sure you get what you pay for
3. Agency Performance Evaluation - moving to a performance based model
4. Maximising Media - don't just buy cheaper, buy better
5. Production Efficiencies - identifying opportunities to reduce cost and risk
6. Reviewing Supplier Contracts - deliver greater value at no extra cost
7. Digital Media Management - making the most of the opportunity
8. Identifying Black Holes - case studies on how sustainable savings have been achieved

“any fool can cut budgets, but a genius knows where and how to cut so that it does not impact effectiveness”

## booking form

Company name ..... Contact name .....

Phone number ..... Email .....

Please reserve ..... seat/s at the TrinityP3 BUDGET MAXIMISATION Workshop

**1.30pm - 6pm Wed 1st April 09, Drama Center, 100 Victoria Street, Function Room 1 / Level 3, National Library Building**

Attendees 1 ..... Title.....

2 ..... Title.....

3 ..... Title.....

4 ..... Title.....

5 ..... Title.....

## event pricing:

Cost per participant \$190 each Total seats ..... @ \$190 each = \$.....

TrinityP3 clients \$170 each Total seats ..... @ \$170 each = \$.....

\*10% discount for bookings of 5 or more from one company. **total** = \$..... \*Diners/Amex add 3.5% surcharge

via EFT, TrinityP3 Pty Ltd Swift Code: WPACAU2S BSB: 033062 Acc: 211752 or via Credit Card  VISA  MASTERCARD  AMEX\*  DINERS\*  
\*3.5% surcharge for Diners/Amex

card number: \_\_\_\_\_ 3 digit identification no: \_\_\_\_

name on card: \_\_\_\_\_ expiry date: \_\_\_\_\_

signature: \_\_\_\_\_

**Registration forms will only be processed on receipt of payment.** Receipts will be issued with confirmation. Numbers are limited. Cancellations within 5 working days of the workshop are non refundable. TrinityP3 ACN 091197287. TrinityP3, 9 Tan Quee Lan St, #02-05/06 Tan Quee Lan Suites, Singapore 188098

**Registration: 1.30 - 2pm. Workshop 2.00 - 5.00pm. Discussion & Question time 5.00 - 6pm**

**For more information, +65 6884 9149, arsalan@trinityp3.com**

**REGISTER NOW**

fax this booking form to +65 6884 9215

