



# media

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## Stephen Wright



Stephen Wright heads up **P3Media** and is currently advising some of Australia's top advertisers on their media planning and buying decisions. In 2007, Stephen consulted on **over \$400 million in media spend alone.**

Stephen began his career in Media at **Saatchi & Saatchi London** in 1983 and in 1990 emigrated to Australia to join **The Campaign Palace**. He was a founding member of Australia's first "high end" media operation **The Media Palace**, departing in 1996 to take the position of **National Media Director at the newly formed M&C Saatchi, Sydney**. In 1998 he set up Pinnacle Media offering media planning and buying services and "high end" consultancy advice to media owners. He was tempted back into the mainstream as **Media Director of Saatchi & Saatchi** in 2000 returning to consultancy in 2002. For 18 months during 2003/4 he was employed as a full time consultant as **Director of Advertising Communications at Fairfax.**

Stephen is one of the markets leading media thinkers and for the past 3 years has lectured in Media at the University of Technology, Sydney. This February he hosts the **P3Media Workshops** run in conjunction with News Limited in Melbourne and Sydney. Stephen's range of material covers all aspects of media strategy, planning and buying, here's just a sample of his most popular topics:

- **The Top 10 Ways to get better value from your media agency**
- **How to pick a Media Agency that suits your needs**
- **Media innovations - what the next 5 years will bring**

### About P3

P3, Australia's leading marketing communications procurement consultancy, **consulted on over \$800 million in marketing expenditure in 2007.** Benchmarking and assessing current processes and costs, P3 identifies opportunities for greater efficiencies and effectiveness in all aspects of marketing communications including advertising, media planning and buying, public relations, digital and direct marketing. Working with the majority of Australia's top 200 companies, P3 has delivered significant savings in cost and time to market through service provider review and selection, process assessment and improvement, contract negotiation, remuneration modelling, cost benchmarking and training.