

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 - 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 to get what you pay for



PRODUCTION - CHRIS SEWELL

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



MELBOURNE: WEDNESDAY 11TH FEBRUARY 2009, 9-1PM, STATE LIBRARY, VIC
SYDNEY: WEDNESDAY 18TH FEBRUARY 2009, 9-1PM, STATE LIBRARY, NSW

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TrinityP3 BUDGET MAXIMISATION Workshops 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 in: (tick preferred option)

Workshop 1. Melbourne 9am - 1pm Wednesday 11th Feb 2009, State Library VIC, La Trobe St, Melbourne

Workshop 1. Sydney 9am - 1pm Wednesday 18th Feb 2009, State Library NSW, Macquarie St, Sydney

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

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

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

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

event pricing:

Cost per participant \$190 each (inc GST\$17.27) Total seats @ \$190 each = \$.....

AANA/AMI members \$170 each (inc GST\$15.45) Total seats @ \$170 each = \$.....

*10% discount for bookings of 10 or more from one company.

total = \$..... *Diners/Amex add 3.5% surcharge

via cheque to 201/63 Stead St, South Melbourne, VIC 3205

via EFT, TrinityP3 Pty Ltd BSB 033062 Acc 211752

VISA

MASTERCARD

AMEX*

DINERS*

*3.5% surcharge for Diners/Amex

card number: _____

name on card: _____ expiry date: _____

signature: _____

Registration forms will only be processed on receipt of payment. Tax receipts will be issued with confirmation. Numbers are limited. Cancellations within 5 working days of the workshop are non refundable. All prices include GST. Cheques payable to TrinityP3 Pty Ltd. ABN 83091197287.

Registration: 9.00 - 9.30am. Workshop 9.30 - 12.30pm. Refreshments 12.30 - 1pm

For more information, 03 9682 6800, naomi@trinityp3.com

REGISTER NOW

fax this booking form to +613 9682 7855

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