

speaker

David Angell

Media Value, Performance and Transparency



General Manager - Melbourne

Prior to joining TrinityP3, David Angell built a fifteen year career in media agencies. During this time, he was involved in various aspects of agency business, from trading media to communications strategy, data and analytics, diversified agency services, development of commercial contracts and senior leadership. He has advised clients and client teams across numerous disciplines including Marketing, C-Suite, Finance, Sales and Procurement. He has worked with the WPP, IPG, STW and Publicis agency networks and has led diverse teams across the UK and Australian markets. David has provided media smarts and counsel to a variety of highly respected international and Australian organisations, including (amongst others) British Airways, MYER, Target Retail,

KMart, L'Oreal, Mondelez, BP and General Mills.

David's expertise in client relationship building and consultation has earned him numerous awards and recognition from the clients and agencies he's worked with. He is a passionate believer in the development of trust-built partnerships between marketers and their agencies and the benefits this approach brings to marketing results and to the integrity of both agency and client business.

Before arriving in Australia in 2007, a sabbatical year spent travelling and writing novels provided several unique and diverse experiences. As well as benefitting from expanded horizons and new people, David applied some of what he learnt over this time to the way in which he approaches his professional life.

David is a general manager at TrinityP3 and is the Head of Media. In these roles, David brings his media-specific, broader commercial and relationship expertise to bear on a diverse range of projects, with one core objective – achieving beneficial results for our clients – in mind.

Topics

“Navigating your media agency relationship.”

Creating positivity and productivity to drive optimal ROI.

“Achieving optimal outcomes in the media agency acquisition process.”

The benefits, the pitfalls and how to run a great pitch.

“The role of account leadership at a media agency.”

The importance of your account lead and what you should expect.

“Maximising the output of the media agency as part of an agency roster.”

Strategies to generate improved inter-agency integration and output.

“Trust, transparency and future of the media agency.”

How are media agencies placed to deliver into the future, and how could things change.