

Business Meeting Agenda & Schedule

Time	Topic	Speaker/Leader
Thursday, August 7th		
7.30am - 8.30am	<p>Member Breakfast</p> <p>During breakfast, Please bring in, and look over the displayed creative examples</p>	Laguna Room
8.30am - 9am	<p>Welcome to “Managing Relationships”</p> <p>Meeting introduction. Welcome to our first-time participants. Review of the business and social agenda. Update on any last-minute changes.</p>	Peter Gerritsen Mark & David Maricich Roxy Taravati
9am - 10.45am	<p>Are you neglecting you most important asset?</p> <p>Talented people, well led, are what make agencies successful. They are the great differentiator. The agency’s most important asset. Yet too often their interests play second fiddle to the incessant demands of clients, business development and just plain running the business.</p> <p>In this session we’ll be exploring strategies and techniques that can make the attraction, acquisition, growth and retention of outstanding talent easier, less expensive, more rewarding and more fun too.</p>	Mike Carlton Guest Speaker
9.45am - 10am	We will take a quick Coffee Break during Mike Carlton’s presentation.	
11am - 1.30pm	<p>Member Reports</p> <p>We will go around the room, with each agency giving a brief update about their agency. A 10-minute <i>maximum</i> time limit. Please focus on your “Question for the Group.” The objective is to get immediate feedback and discussion to assist you.</p>	Each report led by an agency representative.
12:00 PM	Working Lunch, grab a sandwich and we will continue	
1.30pm	Official Business Meeting adjourned for the day	
2.30pm	<p>Informal Discussion Groups</p> <p>Agency Business Issues - Based on topics raised during the day’s session.</p>	On the beach?
7.45pm	Meet in the hotel lobby for walk to dinner	
8pm	Group Dinner	Las Brisas Restaurant
Late Evening	Cocktails & Conversation	Hotel Bar

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Friday, August 8th		
7.30am - 8.15am	Member Breakfast During breakfast, Please look over the displayed creative examples	Laguna Room
8.15am - 9am	How to keep creativity flowing throughout the agency and the role agency principals play in this process An iChat conference call for us to join in and participate. Should be about 20 - 30 minutes.	Paul Deslauriers Tom Monahan
9am - 10am	Planning for Transition Many members have developed Succession plans, and a few have implemented them. This has always been a hot topic for TAAN meetings. Matt and Jim have been through them at their agencies. There are pros and cons. Both of them will lead a discussion about interesting paths to pursue in identifying the best that fits your needs for the future.	Matt Sonnhalter Jim Flynn
10am - 10.15am	Coffee Break	
10.15am - 11.15am	Bottom Lines Jerry will cover a few important financial issues that may help you with your business. He will also continue the Transition discussion with an overview of a new opportunity that is now available.	Jerry Langsner
11.15am - 12pm	Network Update Presentation and discussion of pressing network business issues.	Peter Gerritsen
12pm - 1pm	Lunch	Rose Garden
1pm - 4.30pm	Negotiation Skills Workshop Advertising people are notoriously bad negotiators. Both with clients, and with staff. Today, Scott will lead the you through the concepts and techniques that will vastly improve your ability to negotiate. This will be a lively and very interactive workshop.	Scott Potter
4.30pm	Official Business Meeting adjourned for the day	
Evening	On your own There are a number of choice activities during the evening. We have a few standing dinner reservations at area restaurants. Please reserve seats before this evening if you wish to take advantage of these. Also, there is Baseball, and Pageant of the Masters.	
Late Evening	Cocktails & Conversation	Hotel Bar

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Saturday, August 9th		
7.30am - 8.30am	Member Breakfast During breakfast, Please look over the displayed creative examples	Laguna Room
8.30am - 9.45am	Ad Law John will bring us the latest news in advertising law. As well as insights and ideas that agencies need to consider in business.	John Feldman
9.45am - 10am	Coffee Break	
10am - 11.15am	Social Networking: The MySpace World We Live In Changes and opportunities in using social networking as an advertising media have made it a worthwhile investment for the right marketer. MySpace will present their point of view on the pros and cons in using their network in you marketing efforts.	James Kratz Jason Kang
11.15am - 12pm	TAAN on the Web: Blogs, Discussion Groups, and Information Access The TAAN web site has become the main source of information and idea sharing. Mark will lead a discussion on how it is working, new features and uses, and what need to happen next.	Mark Vitullo Peter Gerritsen
12pm - 1pm	Lunch	Rose Garden
1pm - 1.30pm	Member Presentations Please share your new video and interactive work.	
1.30pm - 2pm	TAAN Business Election of a New Governor, selection of meeting host/location, and any final issues to discuss.	Peter Gerritsen
2pm	Close of the Business Meeting	
7pm	Cocktails & Dinner Cocktails at 7pm, Dinner at 7.30pm	Hotel Laguna Catalina Room
Late Evening	Cocktails & Conversations	Hotel Bar