

TAAN meeting in Paris

Meeting Agenda – Tentative

Theme

“Adding Value to the client /agency relationship.”

Topics:

“Establishing a Value-Based Relationship with your Clients” Tim Williams, Ignition Consulting, US. Tim spoke at the Tenn. Meeting on this topic and it was very well received.

“Risks and Opportunities with New Media Strategies” Presented by Philippe Etienne, PhE.com, Paris. Also may include additional speakers from the I&E New Media group. Bruno and Donovan have tentatively arranged for Mr. Etienne to speak about how we all should evaluate and use new media in delivering value to our clients. This is an important topic.

“Global Creative – What makes the best creative ideas in a multi-cultural marketplace?” Presented by the Duffy Agency. A review and insight from Cannes award winners, and why they resonate beyond their own countries.

“Networking – Using Linked-In to establish connections throughout the world, and why it is a valuable tool for business.” Presenter – TBD. Linked-In is fast becoming the most connected of business networking tools. How can it be best utilized to assist each of us in opening new avenues to clients, work, employees, and ideas.

“What matters? The important aspects of agency/client relationships.” A brief, top-line review of an in-depth study conducted with clients at all sizes about what they value and look for in their agencies. In retention and in new business presentations. *Bring your thumb-drives to download the full reports.*

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Member Reports

Each agency to present a brief overview/update on news from their agency. There will be additional time devoted at the end of the reports to have a round-table discussion about each of the important questions raised by the members in their reports. This will give each question time to be answered by the group, not just during the “social” time.

Working Together

A round-table discussion of the positives and negatives in members working on shared clients. How to improve the methods of cooperation. How to promote this to clients and other agencies.

New Member Presentations

Each new and prospective member will give a short introduction to their agency.

Business Portion of meeting

- We have a number of topics to cover as a group:
- > Web Site Update – Usage and content development
 - > Video Capture of members at next meeting (for web site usage)
 - > Discussion on growing the network – Who, What , Where, How, Why
 - > Meeting improvements for the future
 - > Location/Host for next meeting.

Key topics for next meeting, meeting content committee

Also : For those members who arrive early on Thursday, Oct. 25th, there will be an informal meeting/reception at I&E with a few clients of Mr. Joe/Opinion Valley who are interested in the multi-national opportunities of working with TAAN. All members are invited to join in this special discussion.

A very full agenda for our short time together.