

Agency By Design

THE  BULLETPROOF
AGENCY
NETWORK



Swap VAT chores for the great outdoors.

VAT is going digital and Xero online accounting software makes submitting your returns easy. So you'll have more time to enjoy the British weather.

Ask your accountant about switching to Xero.

Beautiful business



PARKINSON'S^{UK}
**CHANGE ATTITUDES.
FIND A CURE.
JOIN US.**

We're the Parkinson's charity that drives better care, treatments and quality of life.

www.parkinsons.org.uk

Welcome

We're delighted to welcome you to our very first London Conference.

Having spent the last two years working to put together a proposition that will really add value to our members, bringing the Bulletproof experience to London was our next logical move and we hope that today's event will be relevant to your plans for the next year and beyond.

This is for you and about you, and we want to hear from you on what works, what doesn't and what you'd like from us going forward. Much as we want you to build your agency by design, we're giving you a free hand when it comes to what we do without any sales pitch. This is your room, and we're delighted that you chosen to share it with us.



What you'll learn

Growth

- .01 Know how to select and educate the right clients to deliver growth.**

Our first keynote speaker for the day is agency growth specialist, Robert Craven. Robert is Managing Director of The Directors' Centre - the consultancy for growing businesses. The team of been-there-done-it consultants and entrepreneurs work with a select number of directors to grow and develop the client's business for the long-term. The focus is on delivering results.

Robert specialises in helping Digital Agencies grow and currently only works with a select number of consultancy clients each year.

Efficiency

- .02 Learn how to implement effective systems and procedures to enable excellent service and maximise profitability.**

Our second keynote speaker is Marianne Page, who is the author of three books - Process to Profit, The McFreedom Report, and the best-selling Simple Logical Repeatable - has 27 years experience of working with McDonald's under her belt, and a further ten, working with successful small business owners like you, helping them to scale, grow and occasionally sell their business.

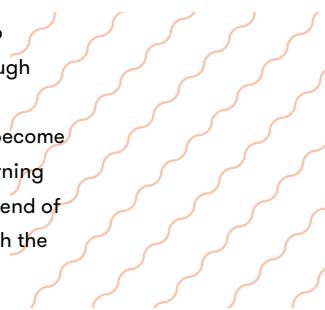


Culture

- .03 Discover how to get the best people and helping to bring them on your agency journey, turning employees into passionate ambassadors.**

Next up we have Josie Saville and Alex Heywood from 4and20 Million, Josie and Alex are on a mission to change the way we work.

They co-founded 4and20million to help make businesses more productive through increasing staff motivation. They are passionate about helping companies become places where people turn up in the morning full of positive energy and leave at the end of the day feeling proud and satisfied with the work they've done.



Strategy

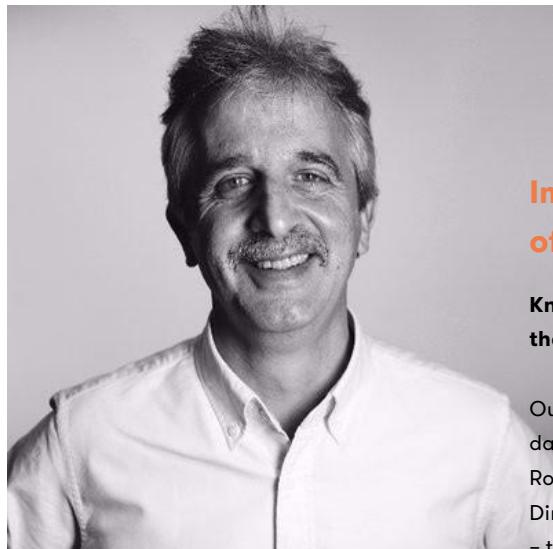
- .04 Know how you can shape your agency with strategic understanding and effective planning.**

Our final speaker is Ian Hunter, Director and Board member of BigDog Agency. For 20 years' he was the Managing Director and major shareholder of Jellyfish Creative before their acquisition in 2015 by 'integrated agency giant', The Mission Marketing Group. With over 25 years' experience in marketing communication and serving as a Strategic Partner for FirstPoint USA, Ian works closely with client-side senior management teams - helping them grow their brand and maximise revenue through strategic planning, operational set-up, and tactical activity.



Robert Craven

.01



Importance of Growth

Know how to select and educate the right clients to deliver growth.

Our first keynote speaker for the day is agency growth specialist, Robert Craven. Robert is Managing Director of The Directors' Centre – the consultancy for growing businesses. The team of been-there-done-it consultants and

entrepreneurs work with a select number of directors to grow and develop the client's business for the long-term. The focus is on delivering results.

Robert specialises in helping Digital Agencies grow and currently only works with a select number of consultancy clients each year.

Working Like an Engine

Learn how to implement effective systems and procedures to enable excellent service and maximise profitability.

Our second keynote speaker is Marianne Page, who is the author of three books - Process to Profit, The McFreedom Report, and the best-selling Simple Logical Repeatable

- has 27 years experience of working with McDonald's under her belt, and a further ten, working with successful small business owners like you, helping them to scale, grow and occasionally sell their business.

Systems & People Specialist

@MariannePage07
www.mariannepage.co.uk

Marianne Page

.02



Alex Heywood



Josie Saville



The Full Story

Discover how to get the best people and helping to bring them on your agency journey, turning employees into passionate ambassadors.

Next up we have Josie Saville and Alex Heywood from 4and20 Million, Josie and Alex are on a mission to change the way we work.

They co-founded 4and20million to help make businesses more productive through increasing staff motivation. They are passionate about helping companies become places where people turn up in the morning full of positive energy and leave at the end of the day feeling proud and satisfied with the work they've done.

.03

Culture Experts
4 and 20 Million

@4and20million
www.4and20million.com

Fail to plan, plan to fail

Know how you can shape your agency with strategic understanding and effective planning.

Our final speaker is Ian Hunter, Director and Board member of BigDog Agency. For 20 years' he was the Managing Director and major shareholder of Jellyfish Creative before their acquisition in 2015 by 'integrated agency giant', The Mission Marketing Group.

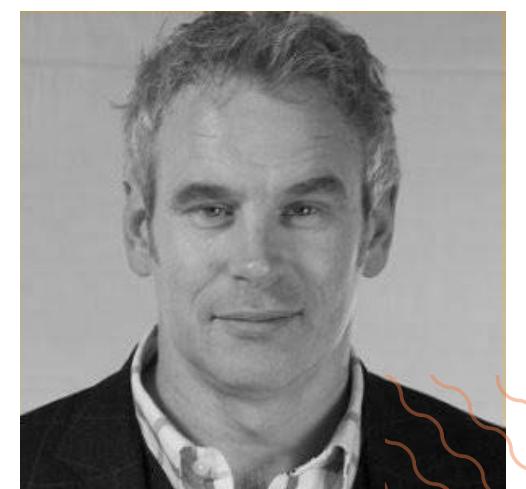
With over 25 years' experience in marketing communication and serving as a Strategic Partner for FirstPoint USA, Ian works closely with client-side senior management teams - helping them grow their brand and maximise revenue through strategic planning, operational set-up, and tactical activity.

Director
Bigdog Agency

@bigdogagency
www.bigdogagency.com

.04

Ian Hunter





We work with Digital Creative Agencies who are serious about growth, to help them make more predictable decisions that will give them a significantly more profitable agency. We do this by implementing the full finance function and give them the support & expertise they need so they can focus on improving their agency. We're the only accountancy firm that works exclusively with digital agencies and this gives us greater insights into the industry, so we can benchmark their success and give them the information they need to improve and grow.

www.myaccountancyplace.co.uk

@@WeAreMAP_

hello@myaccountancyplace.co.uk

beazley

beautifully
designed
insurance

Beazley Furlonge Limited (Company Registration Number: 01893407 and VAT Number: 649 2754 03) is a managing agent for Syndicates at Lloyd's and is authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and the Prudential Regulation Authority (Firm Reference Number: 204896). Beazley Furlonge Limited is registered in England and Wales with its Registered Office at Plantation Place South, 60 Great Tower Street, London EC3R 5AD.

MDR
Industry leading print

**STAND OUT
PRINT**

01565 621 592

www.mdrcreative.co.uk
mat@mdrcreative.co.uk



Xentum are a financial planning and wealth management firm located near Manchester. We provide forward thinking advice to improve your financial security so you can live more in the now, without worrying about the concerns of tomorrow. Whatever your personal circumstances or financial situation, we'll make your money work harder. We provide expert advice on a wide range of financial topics – from investments and ISAs, to tax and cashflow planning.

www.xentum.co.uk

@XentumLtd

theteam@xentum.co.uk



Risk Box offer commercial insurance solutions designed to protect creative industries. We help agencies driving the creative sector through peace of mind, safe in the knowledge that key risks are protected and that they always have someone on their side.

www.riskboxuk.com

@RiskBoxUK

michael@riskboxuk.com



Our commercial lawyers are in tune with your business, giving you in-depth knowledge, plus an agile, entrepreneurial approach. With a recognised niche specialism and over a decade's experience in working in the Creative, Digital and Tech Sector across the UK, we provide technical legal expertise without losing sight of your commercial objectives.

www.blmlaw.com

@BLM_Law

steve.kuncewicz@blmlaw.com



Schedule

12:00pm

Registration

Attendees to sign in then enjoy the lunch in the Client Lounge Area.

1:00pm

Opening

Conference Welcome and introduction from Steve Kuncewicz.

1:15pm

“Growth” Keynote Presentation

Expert agency growth consultant Robert Craven.

2:15pm

“Efficiency” Keynote Presentation

Systems and process expert Marianne Page.

3:15pm

Comfort Break

Tea and coffee served in the Client Lounge Area.

3:45pm

“Culture” Keynote Presentation

Former agency owner and founder of workplace culture specialists, 4 and 20 Million, Josie Saville.

4:45pm

“Strategy” Keynote Presentation

Ian Hunter, Director of Creative Agency, BigDog.

5:45pm

Closing

Summary and final thoughts from Steve Kuncewicz.

6.00pm

After Conference Social

Networking over drinks in the Client Lounge Area.