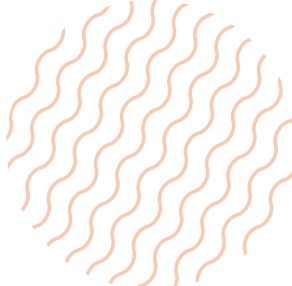



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Welcome

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.

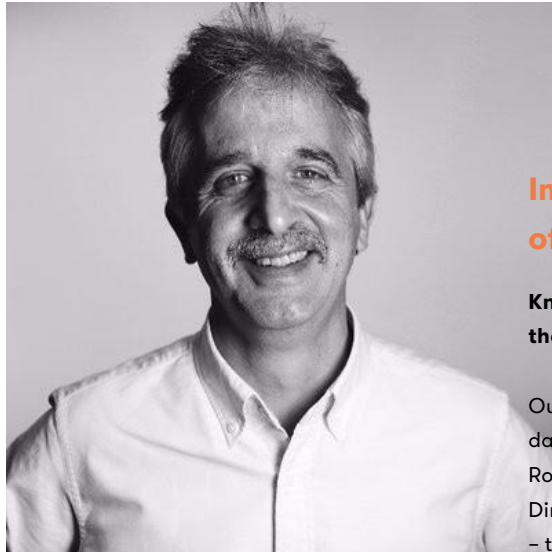
Strategy

.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

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Business Coach
The Directors' Centre

@Robert_Craven
www.robert-craven.com

Working Like an Engine

.02

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Systems & People Specialist

@MariannePage07
www.mariannepage.co.uk

Marianne Page



Alex Heywood



The Full Story

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

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.03

**Culture Experts
4 and 20 Million**

@4and20million
www.4and20million.com

Josie Saville



Fail to plan, plan to fail

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**Director
Bigdog Agency**

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Ian Hunter





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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.