

# BEYOND *the Creative* 2

Business Operations  
for Creative Services Leaders

The Gleacher Center  
Chicago

April 24-25, 2012

brought to you by

**cella**<sup>®</sup>  
training


*Optimizing the Business side of Creative*

Dear Creative Leader,

This past fall, coming off the success of our Beyond the Creative 1 seminars, we launched our Beyond the Creative 2 training seminar which was attended by more than 50 creative leaders from across the country.

Following the positive feedback from your peers who attended “BTC2” in Philadelphia, we’re pleased to present the training seminar this spring in Chicago. BTC2 is a resource-packed training seminar designed specifically for leaders of creative services and marketing communications teams. The “BTC” seminars are complementary—not successive—in nature, i.e., one is not prerequisite to the other.

Cella is focused on supporting the in-house creative leader. In the spirit of our mission to help bridge the left-brain world of corporate America with the right-brain world of creative, our content is designed to give you best practices, innovative ideas and practical how-to advice for effective business management of your creative operation.

And with each of the BTC events, you’ll take home an “operations toolbox”  thumb drive with templates and tools to assist in putting the best practices into action, because while information is great, tools are really helpful in making progress quickly.

I hope you’ll join us April 24–25, 2012 in Chicago.

Best,



Cella Vice President & General Manager

## **ABOUT THE SEMINAR**

Across the two days we’ll feature a mix of presentation sessions, roundtable discussions and vendor presentations. Four podium-style presentations will address client service, creative quality, technology strategy and talent management—each common aspects of creative leaders’ annual goals. In these sessions, four former creative leaders will guide you through:

- Elevating Creative Services Through Account Management
- Facilitating Creative Success Through Creative Briefs
- Using Technology to Enable the Workflow Process & Reporting
- Transitioning Individual Contributors to Leaders & Managers

In addition to hearing best practices and advice from Cella, attendees will also benefit from sharing and learning from each other. Rounding out the podium presentations are roundtables and vendor presentations that either complement the days’ topics or address topics we know to be keeping creative leaders up at night. Attendees can select to attend a combination of three roundtables and vendor presentations.

## **CONTACT CELLA**

Brendon Derr, Director of Business Development  
610.668.6373; b.derr@cellaconsulting.com

# day 1

Tuesday, April 24

8:00 AM

## CHECK-IN / NETWORKING / BREAKFAST

8:30 AM

8:30 AM

### FACILITATING CREATIVE SUCCESS THROUGH CREATIVE BRIEFS

Creative briefs should be the foundation of creative brilliance, but often the content falls flat and output suffers. Attempting to put the abstract into words is never easy.

In this session, **Rena DeLevie** will cover secrets to creative brief success, why and when creative briefs are important, how creative briefs should be used across the life of a project, as well as tips for getting the best guidance from your clients.

10:50 AM



Creative Brief Template

Recommended Creative Brief Process Map

BREAK

11:00 AM

### ELECTIVE SESSION 1

12:15 PM

12:15 PM

### LUNCH

1:15 PM

1:15 PM

### USING TECHNOLOGY TO ENABLE THE WORKFLOW PROCESS & REPORTING

Implementing a workflow/project management solution is another step in the evolution of a creative services team, but selecting, lobbying for and implementing a system can be overwhelming.

In this session, **Dan Mucha** will discuss the capabilities and benefits of systems, considerations in choosing a system and how to gain your management's buy-in for implementing a system. This session will prepare attendees to reap the highest benefits from the Vendor Presentations.

4:00 PM



Vendor Scorecard Template

Categorized Vendor List

4:00 PM

### CONFERENCE RECEPTION

Sponsored by Advantage, FunctionFox, MarketingPilot, and

6:00 PM

MetaCommunications.

## THE GLEACHER CENTER

Gleacher Center, which houses the part-time MBA programs of top-ranked Chicago Booth, was designed as a world-class facility for learning and intellectual dialogue. Steps from the Magnificent Mile, Gleacher Center is close to shopping, museums, dining, and recreation.

Address: 450 North Cityfront Plaza Drive, Chicago, IL

# day 2

Wednesday, April 25

8:00 AM

## NETWORKING / BREAKFAST

8:30 AM

8:30 AM

### ELEVATING CREATIVE SERVICES THROUGH ACCOUNT MANAGEMENT

Introducing account management is a natural evolution of a creative team when the volume of work becomes too great for designers and managers to “wear all of the hats.”

In this session, **Susan Hunnicutt** will explain the role of account management, why it’s necessary and the account manager’s role in the creative lifecycle. In addition, she’ll discuss when to introduce formal account management and what qualities to look for in your account management team.

10:50 AM



Account Executive Job Description  
Account Manager Job Description

BREAK

11:00 AM

### ELECTIVE SESSION 2

12:15 PM

12:15 PM

### LUNCH

1:15 PM

1:15 PM

### TRANSITIONING INDIVIDUAL CONTRIBUTORS TO LEADERS & MANAGERS

Too many creatives seek manager roles because they view them as a next career step, not because they’re interested in developing personnel and implementing department strategy. Those who do make the transition often struggle with how to measure their success and manage their relationship with former peers.

In this session, **Rena DeLevie** will explain how to evaluate team members for management potential, and guide them toward success.

3:35 PM



Sample First-Time Manager Interview Questions  
Guide to Supporting First-Time Managers in Their First 100 Days

BREAK

3:45 PM

### ELECTIVE SESSION 3

5:00 PM

## OVERNIGHT ACCOMMODATIONS

We strongly recommend attendees reserve overnight accommodations early as other local events will strain hotel availability. A room block has been arranged at The Sheraton, which is walking distance to the conference location. Please provide the discount code “Cella” to receive the \$249/night rate—this rate expires on April 6. Additional hotel suggestions are available on our website.

Address: 301 East North Water Street Chicago, IL

Phone: 312.464.1000

# the team



## RENA DELEVIE

Rena has earned the nickname “COO of the Creative Process.” A people-oriented transformational leader, she has spent more than 20 years in the creative industry, including significant retail experience, first as an art director for 8 years, then in creative operations for the past 15+ years. Rena brings a deep understanding of how to positively impact operations and the team along the way to success.



## SUSAN HUNNICUTT

Susan works with organizational leaders to assess their needs, determine their goals, analyze their resources and develop action plans and recommendations to meet these goals. Susan's value proposition is taking a growing in-house creative team “to the next level,” not only in metrics but also in systems and processes, quality control and increasing the number of high-profile and quality client projects.



## DAN MUCHA

Dan brings more than two decades of results-oriented thinking and a record of success to bear on every challenge. Dan's background includes co-founding a vanguard marketing services firm. He has focused on redefining operations, first serving as EVP/Managing Director of a top B2B communications firm and now as a Principal Consultant for Fortune 1000 companies and other clients.



## JACKIE SCHAFFER

Jackie, Cella's VP and General Manager, has more than a decade of experience optimizing creative teams. Most recently she directed an international team of 80 creatives, during which time she spearheaded the launch of the group's India-based team, built an interactive-media division, and dramatically improved the department's business operations. Jackie has a deep passion for balancing creative and business needs while providing fulfilling opportunities for in-house teams.

## ABOUT CELLA

Cella is a management consultancy focused on optimizing the business side of creative. We provide practical and accessible consulting, coaching and training specifically for in-house creative organizations.

Cella co-hosts the CreativeExecs® Roundtable which brings together creative leaders for moderated peer-to-peer discussions on in-house challenges. In addition, we publish a weekly blog on Perspectives in Creative Services Management. Find more information on both at [www.cellaconsulting.com/CreativeExecsNetwork](http://www.cellaconsulting.com/CreativeExecsNetwork).

Learn more about each team member at [cellaconsulting.com/Aboutus/Our\\_Team/](http://cellaconsulting.com/Aboutus/Our_Team/)

# electives

## ROUNDTABLE TOPICS

In the spirit of Cella's CreativeExecs® Roundtable program, discussion roundtables will be moderated by a Cella team member who will lead the conversation, but take guidance from the participants on what they would like to discuss within the topic. Attendees will be broken into smaller groups of approximately 15 creative leaders to allow for more active participation and a targeted experience.

### CREATING STAFF CAREER PATHS

Successes and challenges in providing meaningful career paths for staff

### MANAGING CREATIVES

Managing right-brained staff within the left-brain world of in-house design

### NAVIGATING CORPORATE POLITICS

Recognizing and mastering the art of corporate politics without selling your soul

### MAKING ACCOUNT MANAGEMENT WORK

Tips for successfully introducing and carrying out account management

### CHARGEBACK MODELS

Sharing of rates, billing practices, and challenges with a chargeback system

### VALUE PROPOSITION OF IN-HOUSE CREATIVE TEAMS

Articulating your team's value through quantitative and qualitative measures

## VENDOR PRESENTATIONS

Creative leaders are often under pressure to identify cost savings in their organizations, and one of the most efficient and effective ways to do that is to implement a workflow solution to aid project management, job trafficking, intake, and reporting. But such an undertaking can represent a significant investment beginning with the research process. We've invited leading technology solution providers to present their products, providing you a concentrated opportunity to view the tools in a "one-stop" environment.



Advantage "blue" is the next generation of the Advantage suite of software products.



TimeFox is uniquely positioned to support small creative marketing groups of up to 50 personnel.



A leading project management and workflow system designed for corporate creative departments.



A solution for managing workflow, schedules, electronic forms, emails, files and all project related information.