

Registration and Payment

You may register by submitting this completed form via fax (240.465.0680), email (cella@cellaconsulting.com) or snail mail (Cella, 4350 East-West Highway, Suite 307, Bethesda, MD 20814).

The fee includes lunch and breakfast on both days of the event and a thumb drive containing the tools, templates and presentation materials. Attendees of Cella's "Beyond the Creative 1" training will receive a \$100 discount.

Payment is accepted via credit card or check (payable to Cella Consulting, LLC). Invoices are available upon request.

Cancellation Policy

If you must cancel for any reason after registering, please notify us via email at cella@cellaconsulting.com by March 24, 2012. Your registration fee will be refunded, less a \$250 processing fee. No refunds will be made after this date for any reason. Substitutions may be made by email until April 13, 2012. After this date, all substitutions must be made on-site.

Questions?

Please contact Laura Berry at 301.280.0313, ext. 3.

Package Selection

I will be attending (please select one):

- Beyond the Creative 2, Chicago, April 24–25—\$1,895
- Beyond the Creative 2, Chicago, April 24–25—\$1795 (*Previous Attendee Discount*)

Name _____

Title _____

Company/Organization _____

Office Address Line 1 _____

Office Address Line 2 _____

City _____ State _____ Zip _____

Email _____ Phone _____

For registrants who prefer to pay via credit card:

Name (as it appears on card) _____

Billing Address Line 1 (if different than above) _____

Billing Address Line 2 _____

City _____ State _____ Zip _____

Account Type: Visa Mastercard American Express Discover

Account # _____ Exp. _____ CVV#2 _____

Signature _____ Date _____

Electives Selection and Ranking

Please select five electives for which you are interested in participating. Identify your preference by marking your first preference with a "1," your second with a "2" and so on. If you are unable to attend the final session on Day 2 due to travel or other, please indicate so below. More information about each elective is available on the back of this sheet.

_____ Creating Staff Career Paths

_____ Managing Creatives

_____ Navigating Corporate Politics

_____ Making Account Management Work

_____ Value Proposition of In-House Creative Teams

_____ Chargeback Models

_____ Vendor Presentation: FunctionFox

_____ Vendor Presentation: MarketingPilot

_____ Vendor Presentation: MetaCommunications

I am unable to attend Elective #3 (*Wednesday April 25, 3:45–5pm*)

Credit Card Authorization

By completing and signing this form, I authorize BLR Holdings, Inc. (parent company of Cella Consulting, LLC) to charge the credit card indicated in this form according to the terms outlined above. This one-time payment authorization is for the above selected package and related fee, and is to be charged on or after the indicated date. I certify that I am an authorized user of this credit card and that I will not dispute the payment with my credit card company, so long as the transaction corresponds to terms indicated in this form. This is permission for a single transaction only and does not provide authorization for any additional unrelated debits or credits to my account. A receipt will be provided following payment transaction.

For Attendees not paying by credit card, registration will be pending receipt of check.

Acknowledgements

Attendees of the event agree to allow Cella to provide attendee's name and email address to the vendors participating in the event. The vendors are not permitted to send the attendee blast emails without the attendee's explicit opt in, which is not being made in conjunction with this registration. Attendees may opt out via email to l.berry@cellaconsulting.com.

Reception shall include food and beverage; and Attendee bears the responsibility of attendance and safety at the reception. Cella has no responsibility other than providing the space for the reception. For valuable consideration, the receipt and sufficiency of which is acknowledged, Attendee and anyone claiming through or under, release Cella, its owners, affiliates, employees and agents from, and waive any and all claims for, any and all costs, personal claims, losses, injuries, damages, and/or liability associated with the reception.

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

Identifying career opportunities both within the creative services organization and throughout the larger organization is an important, and often difficult, responsibility of a creative leader. In this conversation, the group will discuss their successes and challenges to providing meaningful career paths for staff.

Managing Creatives

Creative leaders have to find and practice an effective balance within the boundaries of corporate policy while giving their teams “artistic license” within the corporate structure. In this discussion, we'll ask participants to share the practices they've put into place to manage their right-brained staff within the left-brain world of in-house design.

Navigating Corporate Politics

Corporate politics are a given when you're an executive. The challenge is to play the game without selling your soul. In this conversation, the group will discuss the tools used to recognize the dynamics and how they've kept their integrity while embracing the political nature of business.

Making Account Management Work

Introducing account management to a creative team can be a game-changing move, but the transition can cause confusion with your team's roles and responsibilities. This discussion will be focused on tips for successfully introducing and carrying out account management.

Chargeback Models

More than 45% of in-house creative groups are full or partial-chargeback teams. Some are total cost recovery, while others don't have specific recovery goals—all have specific challenges and benefits associated with being a chargeback group. This conversation will include sharing of rates, billing practices and challenges of a chargeback system.

Value Proposition of In-House Creative Teams

Demonstrating the value of a creative team can be challenging as it can be difficult to measure impact. This session will focus on 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.

FunctionFox (www.functionfox.com)

TimeFox by FunctionFox is uniquely positioned to support small creative marketing groups of up to 50 personnel. We have years of experience helping in-house departments like yours. We will help you set up your TimeFox account, train your team, and support you as you grow—all at no cost. Setup takes hours, not weeks. Forget long, costly and difficult implementation procedures. We help you figure out what features you need and get you up and running in hours. You'll be more credible—and more profitable.

MarketingPilot (www.marketingpilot.com)

MarketingPilot is a leading Project Management and Workflow system designed for corporate Creative departments and in-house agencies. MarketingPilot provides a robust, comprehensive and flexible system for project management, resource scheduling, collaboration, approvals, workflow and digital asset management. With MarketingPilot shared electronic project folders are a reality; now you can have all the information about every project and its workflow in one place. MarketingPilot enhances transparency and accountability, and makes it easy to see what each person is doing and to assign work.

MetaCommunications (www.metacommunications.com)

MetaCommunications develops workflow productivity solutions that help marketing, creative, packaging and prepress workgroups around the world be more productive. MetaCommunications' flagship product line is the Workgroups 2012 suite, a project management solution for managing workflow, schedules, electronic forms, emails, files and all project related information.

With more than 1,000 customer sites worldwide, we have the solid experience and range of solutions to quickly help your organization take its productivity to the next level. A few of our customers include Allstate, Arizona State University, Bon-ton, Crate & Barrel, Fisher, Hanaford, National Geographic, Mayo Clinics, Sandy Alexander, TJX, Wellington Management, United Nations and Yamaha.

The above vendors, along with Advantage, will be available throughout the conference to discuss their products with attendees—including at the Conference Reception sponsored by their companies.