

BEYOND *the Creative*

Business Operations for Creative Services Leaders

Waterview Conference Center
Washington, D.C.

April 13–14, 2011

brought to you by

cella[®]
training


Optimizing the Business Side of Creative

ABOUT THE SEMINAR

Chances are you're a creative services leader due to your passion and prowess for visual communications. You have the technical skills, the creative eye, the knack for identifying the extra punch that's needed.

But your role demands more. Today's creative leaders need an entirely separate suite of skills to succeed in their organizations. This concentrated two-day training will give you best practices, innovative ideas and practical how-to advice for effective business management of your creative operation. Three former in-house leaders will guide you through:

- Setting and Communicating Client Expectations
- Building Blocks for Creative Operations
- Setting and Accomplishing Strategic Priorities
- Engaging, Developing and Promoting Your In-House Team

You'll also take home an "operations toolbox"  thumb drive with templates and tools to put best practices into immediate action.

Equip yourself and your operation to go BEYOND THE CREATIVE. Register today.

REGISTRATION

Registration for the 2011 Beyond the Creative training seminar begins January 3, 2011. Complete and submit the enclosed registration form to reserve your seat.

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.

CONTACT CELLA

Brendon Derr, 301.280.0313 or

b.derr@cellaconsulting.com

4350 East-West Highway, Suite 307, Bethesda, MD 20814

day 1

9:00 AM
10:00 AM

CHECK-IN

10:00 AM

SETTING AND COMMUNICATING CLIENT EXPECTATIONS

When the pressure's on, creating formal client expectations is essential to avoiding staff burnout and client dissatisfaction. Clear communication of these expectations is equally essential.

In this session, **Rena DeLevie** will explain why building a service level agreement (SLA) is paramount to the success and sanity of a creative organization, what to include in the agreement and how to launch a SLA. Rena will also share best practices in client satisfaction surveying.



Service Level Agreement (SLA) Template
Client Satisfaction Survey Samples

12:30 PM

12:30 PM
1:30 PM

LUNCH

1:30 PM

BUILDING BLOCKS FOR CREATIVE OPERATIONS

While creative services outputs are typically considered art, several aspects of the operation are more of a science—or at least they should be. Time tracking—regardless of chargeback status—and job tracking are key tools to running your shop like a business and enabling more accurate resource planning, project planning and overall effectiveness across your team.

In this session, **Jackie Schaffer** will cover the benefits of time and job tracking, which metrics creative departments should track, how to define supply and forecast demand, plus best practices for maximizing efficiency and effectiveness.



Department Performance Dashboard Sample
Annual Capacity Calculator
Key Roles and Responsibilities in Creative Services Departments

4:30 PM

WATERVIEW CONFERENCE CENTER

The Waterview Conference Center offers unrivaled views of and access to downtown D.C. and is designed to showcase the best of the city while providing cutting-edge event space.

Address: 1919 North Lynn Street, Floor 24, Arlington, VA 22209

day 2

8:00 AM
9:00 AM

NETWORKING / BREAKFAST

9:00 AM

SETTING AND ACCOMPLISHING STRATEGIC PRIORITIES

Some may call it a strategic plan, others a strategic guess, but regardless, it's the role of the creative leader to set their department's annual and longer term priorities.

In this session, **Rachel Dougan** presents a road map to identifying strengths, weaknesses, opportunities and threats to your department's success and creating a prioritized approach to attacking the resulting projects. Her session focuses on building and communicating an action plan and gaining team buy-in. Rachel will also discuss benefits of recruiting an advisory board.



Action Plan Template
Advisory Cabinet Charter Template

12:00 PM

12:00 PM
1:00 PM

LUNCH

1:00 PM

ENGAGING, DEVELOPING & PROMOTING YOUR IN-HOUSE TEAM

Most in-house groups view self-marketing as unnecessary because they have a “built-in” client base. However, nothing could be further from the truth. In-house groups must prove their worth daily. Promoting your shop as a “vendor of choice” is a never-ending job and one that's counter productive unless the team can deliver. Creative leaders must commit to and invest in their teams.

In this session, **Rena DeLevie** discusses why engagement is everyone's job and how the creative leader can gain grassroots support in this endeavor. In addition, she speaks to development activities managers can promote, which can benefit the larger organization, as well as the benefits and best practices of road shows.

4:00 PM



Morale Task Force Charter Template
Learning and Development Roadmap Template

OVERNIGHT ACCOMODATIONS

We recommend attendees reserve overnight accommodations early as other local events may strain hotel availability. A room block has been arranged at the hotel that connects to the training location, Hotel Palomar. Please mention Cella to receive the \$249/night rate. Additional hotel suggestions are available on our website. Address: 1121 19th Street, Arlington, VA Phone: 1.866.505.1001

about the session leaders



RACHEL DOUGAN

Cella Consultant Rachel Dougan has both in-house and agency experience with well-known companies—Arthur Andersen, Aquent and Chemonics International—as well as start-ups and boutique firms. In less than five years, she grew her Andersen team’s responsibilities from regional to global, and spearheaded a \$100MM rebranding campaign. Across the past 20 years, she’s led creative departments’ positive contributions by establishing sound departmental strategies and innovations that align with company business goals.



RENA DELEVIE

Cella Consultant Rena DeLevie 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 (Talbots, J. Crew, Kenneth Cole, Cole Haan), first as an art director for 8 years, then in creative operations for the past 15+ years. Rena brings a deep understanding of how a tactical and strategic cross-channel approach ensures a consistent brand message to the customer and results in stronger brand awareness and likely stronger sales.



JACKIE SCHAFFER

Cella VP and General Manager Jackie Schaffer 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. Her efforts led to a 15% decrease in chargeback rates, 10% increase in utilization, 25% increase in efficiency and 30% increase in team tenure. Jackie has a deep passion for balancing creative and business needs while providing fulfilling opportunities for in-house teams.

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 seminar fee of **\$1,895** includes lunch on both days, breakfast on Day 2 and a thumb drive containing the tools, templates and presentation materials. Payment is accepted via credit card or check (payable to Cella Consulting, LLC). If you are a client of The BOSS Group, please contact your account manager for a discount code to save \$100. Please note only one discount code per participant will be recognized.

Cancellation Policy

If you must cancel for any reason upon registering, please notify us via email at cella@cellaconsulting.com by March 18, 2011. 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 7, 2011. After this date, all substitutions must be made on-site.

Questions?

Please contact Laura Berry at 301.280.0313, ext. 3.

BEYOND THE CREATIVE: Business Operations for Creative Services Leaders • April 13–14, 2011 • Washington, D.C.

Name _____

Title _____ Department _____

Company/Organization _____

Office Address Line 1 _____

Office Address Line 2 _____

City _____ State _____ Zip _____

Email _____ Phone _____

Discount Code

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. _____ CVV2# _____

Signature _____ Date _____

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 goods/services described above for \$1,895, or \$1,795 with valid discount code, 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.