
Level 1

Understanding Agency Finance

Understanding how agencies make, and lose money is an essential element of career growth for young advertising practitioners. This workshop teaches the skills you need to become a financial superstar and how you can individually contribute to the financial success of your agency and earn the respect of your colleagues and clients. Great financial acumen leads to more autonomy, provides the conditions in which great work can be created, and is the first step towards being taken seriously in the boardroom.

Led by Simon Lendrum, CEO of The Comms Council, this interactive course will provide the foundations of what is required to enable financial success.

Who is this qualification for?

All account service, media, and digital managers.

Learning outcomes

- An understanding of the required financial terminology
- Understanding how agencies make and lose money
- Getting to grips with the different methods of charging services to clients
- Identify how jobs turn from profit to loss, and how you can make an immediate impact on agency fortunes
- Learning how to demonstrate financial competency to earn the trust of clients and colleagues

How is the qualification delivered and assessed?

- ¾ day workshop
- Presentations with Q&A
- Practice sessions working through different financial scenarios
- Workshop takeaway guide for future reference

Dates / Booking deadlines

Course date 1: 20 February 2024

Booking deadline: 2 February 2024

Course date 2: 28 August 2024

Booking deadline: 26 July 2024

Price

\$600+ GST members

\$859 + GST non members