

## Level 2

# “On Point” Account Management

This course focuses on building the skills required to be an adept and effective manager, understanding the part you play in driving creativity and ensuring ROI both for the agency and the clients. Led by Nikki McKelvie, Managing Director – DDB, Shane Bradnick, Executive Creative Director – TBWA and Lucinda Sherborne, Strategic Consultant, this amazing team deliver an interactive and focussed workshop designed to take your account management skills to the next level.

### Who is this qualification for?

Primarily intermediate level account managers from all communications industry disciplines, though any client facing manager in a creative, design, media, digital, PR or experiential agency would benefit from this course.

### Learning outcomes

- Honing leadership skills (internally and externally)
- Learn how to effectively manage client relationships
- Problem solving and project facilitation
- Techniques to tackling a brief
- Understanding ROI and agency revenue
- Being proactive vs reactive
- Understanding a creative role within the process

### How is the qualification delivered and assessed?

- 1 day workshop
- Presentations and Q&A with industry leaders
- Group activities and opportunities to present
- Downloadable PDF's for follow up reading

### Dates / Booking deadlines

Course date: 7 May 2024

Booking deadline: April 12th 2024

### Price

\$665 + GST members

\$995 + GST non members