



**Alliance
Independence
Agencies**

Alliance Plan 2022

Agenda

- 1) Where we are we now?
- 2) Building on the existing comprehensive programme
- 3) People, Purpose & Performance - Co-Chairs
- 4) Alliance Calendar
 - a) Q1 - Winning The War On Talent
 - b) Q2 - Creativity Wins Business
 - c) Q3 - How To Thrive - Live!
 - d) Q4 - Happy Agencies Are Successful Agencies



Where we are we now?

The Alliance is now 85 Members Strong

- Membership has more than doubled in 12 months
- Representing 4000+ agency people
- The Alliance core team has doubled
- **A mantra was born People + Purpose = Performance**



Where we are we now? Meet the Team



Terry Martin
Head of Operations



Clive Mishon
Founder Director



Graham Kemp
Founder Director



Chris Westlake
Head of Brand



Tracey-Ann Christian
Training Manager



Martyn Rance
Digital & Content



Gellan Watt
Creative Chair



Suzanne Barnes
Head of Talent



Kirsty Honer
Operations Executive

Where we are we now?



The Alliance's programme is helping to build the resilience and professionalism of everyone working in the member agencies



Where we are we now?



Introduced 3rd Party
Verification for Member
Agencies



Globality

Where we are we now?



Forged
relationships with
media platforms



Where we are we now?



Launched The Independent Agency Awards



Where we are we now?

Increased our Learning & Development programmes



'All in go' courses



Foundation Certificate in People
Management



Diploma in Integrated Marketing



Excellence



Mental Health First Aid



Coaching

Where we are we now?

Now is the time for Independents

- The landscape has gathered momentum over the last 12 months
- Independents are winning more business from major clients
- Reflecting their distinctive:
 - Creativity
 - Agility
 - Diversity
 - Entrepreneurship
 - Value for money

Building for 2022

An External Focus to Promote and Champion Independent Agencies

Promote

- Through The Independent Agency Awards hosted at MAD//Fest 2022
- Further develop our relationships with LBB Online & Oystercatchers
- Representation as a member of the Advertising Association
- The Independent Agencies Conference

Champion

- A campaign to highlight the standards of our member agencies
- The launch of the Alliance Talent Lab
- Tailored programs to respond to the industry's ever changing landscape
- A client's view as to the DNA of Independents
- A new perspective on Agency Profitability



Building On A Comprehensive Programme



Headline Events Presentations

In the Hotseat

GreenJam

Chain Interview Series

The Independent agency Conference

Festival of Happiness

The Independent Agency Awards 2022 at MAD//Fest



Building On A Comprehensive Programme



Peer to Peer Action Groups

People

Talent

DEI

Wellbeing

Purpose

CEO Summit

Future Leaders

Sustainability - new for 2022

Performance

New Business

Creatives

Commercial



Building On A Comprehensive Programme



Learning & Development

2 x Diploma in Integrated Marketing

All in 90 courses

Foundation Certificate in People Management

Foundation Certificate in Client Leadership

Excellence

Mental Health First Aid

Coaching

Bespoke



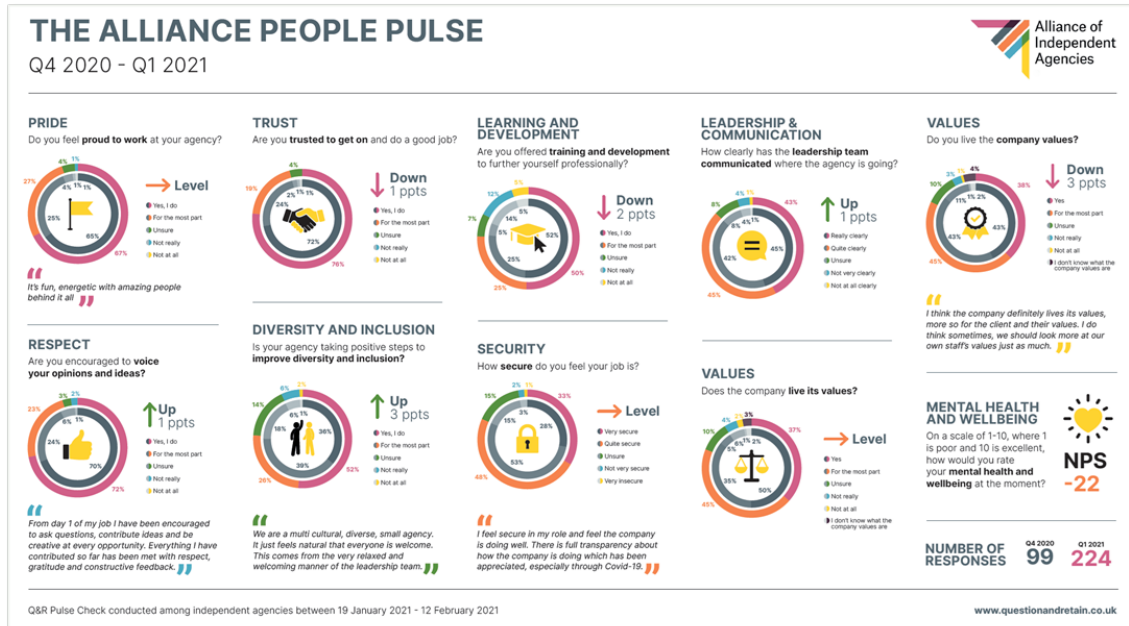
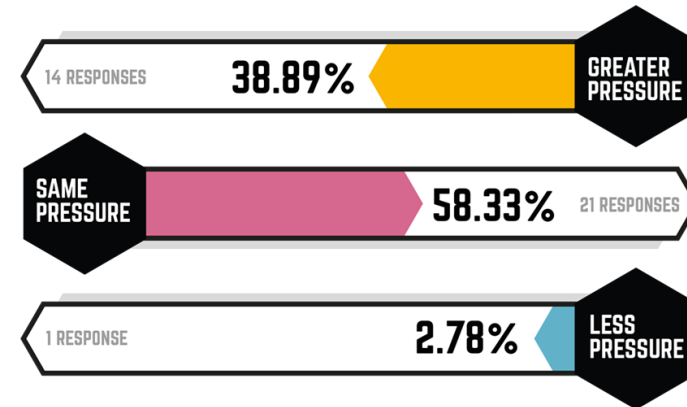
Building On A Comprehensive Programme

Industry Benchmarking

- People Pulse

- Commercial Pulse
- Fees & Remuneration

Q1.
HAVE YOU RECEIVED PRICE PRESSURE ON FEES DURING THE COVID PERIOD?





Alliance Talent Lab

Where independent thinkers
come together to learn, share,
experiment and develop.

Building in 2022 a comprehensive support resource for managing talent in Independent Agencies.

Learning & Development programmes

On demand resources

Coaching & mentoring

Benchmarking

Skills and Knowledge sharing



Alliance
Talent
Lab



Launching March/April 2022



Agency Profitability Programme 2022

A comprehensive programme of tools and techniques designed to help agencies build confidence and overcome the challenges of growing agency profitability.

In association with Stuart Dunk



DON'T FORGET TO LOOK
x
ALLIANCE OF INDEPENDENT AGENCIES

DON'T FORGET TO LOOK, AMSTERDAM-BASED MARKETING, SALES AND MARKETING
PROCUREMENT COACHING + CONSULTANCY FOR AGENCIES



Co-Chairs



People

Ruth Kieran CEO at Cirkle Agency



Purpose

Laurence Parkes CEO at Rufus Leonard



Performance

Dino Myers-Lampzey founder at The Barber Shop





People

Ruth Kieran
CEO at Cirle





Purpose

Laurence Parkes
CEO at Rufus Leonard

Performance

Dino Myers-Lampzey
Founder at The Barber Shop





Alliance Calendar 2022

Q1 - Winning the War On Talent

Q2 - Creativity Wins Business

Q3 - How To Thrive - Live!

Q4 - Happy Agencies Are Successful Agencies

Q1 Winning the War on Talent – People



'Responding to issues in Talent Attraction & Retention'



Q1 Winning the War on Talent

People Action Groups – Talent, DEI and Wellbeing drive the agenda

- DE&I as a tool to retain your existing talent & attract your future hires
- Bringing together recruitment, development and retention to create a People Plan template
- Elevating wellbeing to retain and nurture talent – prevent loss of talent to burnout



DEI

Gemma Popejoy
SVP, Global People at
The Marketing Store,
Global



TALENT

Sophie Vale
HR & Talent Director,
Zeal Creative



WELLBEING

Alex Stewart
Senior Associate Director
Cirle

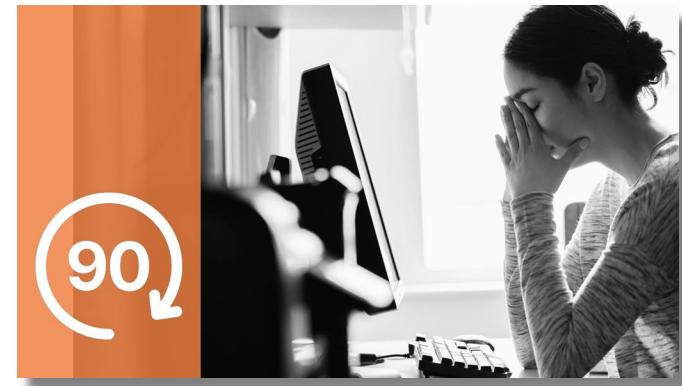


Q1 Winning the War on Talent

Driving Retention through our the Alliance Talent Lab

Working Parents – Balancing Family
and Work Lives
'All-in-go' TRAINING

Date: Tuesday, 18 January 2022 ,
Time: 10:00 am – 11:30 am



Q1 Winning the War on Talent

Making our GreenJam generation better equipped to deal with everyday Agency life

'Together, let's make 2022 a year of courageous conversations'



Q1 Winning the War on Talent

'In the Hotseat' with Mumsnet CEO Justine Roberts

*'The Great Resignation' – is the industry
doing enough to support women?*

IN THE HOTSEAT

Mumsnet CEO
Justine Roberts

'The Great Resignation' – is the
industry doing enough to support
women?

Friday
4th February
9:30am



Q1 Winning the War on Talent

CEO Summit 8th Feb

*Creating a pitch process that's fit for purpose
addressing:*

- *Mental Health*
- *Diversity*
- *Commercial Imperative*



Q2 Creativity Wins Business



**'A celebration of creativity
from Independent Agencies'**

The Independent Agency Awards at
MAD//Fest 2022 5th July Hexagon Stage



Q2 Creativity Wins Business



Peer to Peer Action Groups driving the Agenda

'Workshops on creating award winning entries'

'Unlocking creativity to win new business'

'Creative strategy & positioning'

Professional recognition



CREATIVES

Gellan Watt

Award-Winning Rogue Thinking |
Marketing MD of The Year | Investor



COMMERCIAL

James Burgon


CFO Exposure



NEW BUSINESS

Nick Goff

Client Development Partner at
The Marketing Store, Europe



Q3 Independent Agency Leaders' Conference

How to Thrive - Live! 22nd September



A celebration of Independent Agencies

'People + Purpose = Performance'

- A coming to together of the Independent Agency Community
- With collaboration at its heart



Q3 Independent Agency Leaders' Forum

How to Thrive - Live!



Purpose Action Groups initiatives build to the conference

- Future Leaders will provide a perspective from the next generation of Leaders
- Our CEO summits will look at the importance of agencies having a purpose



CEO Summits

Clive Mishon

Founder, Alliance of
Independent Agencies



Future Leaders

Alana Drew


People Partner, TMSW



Future Leaders

Alexandra Beeden

Head of Client Relations
Active International



Q4 Happy Agencies Are Successful Agencies



**Dedicated to the Mental Health
and Wellbeing of all agencies staff**



Q4 Happy Agencies Are Successful Agencies



Festival of Happiness

Dedicated to the Mental Health and Wellbeing of all agencies staff

- A 4th Festival of Happiness
- People Action Groups – Wellbeing, DEI and Talent drive the agenda
- Tailored sessions for leadership and agency staff
- Sessions on wellbeing, resilience, mental health, work life balance

The most comprehensive and ambitious programme the Alliance has ever undertaken

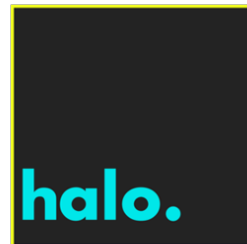


Alliance of Independent Agencies 2022 High Level Planning Calendar ☆ 📅 ☁
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Q22	A	B	C	D	E	F	G	H	I	J	K	L	M
1	Quarter	Q1			Q2			Q3			Q4		
2	Month	January	February	March	April	May	June	July	August	September	October	November	December
3	Pillar	People			Performance			Purpose			People		
4	Quarterly Theme	The War on Talent			Awards & Creativity			Independent Agency Summit (Conference 22 September)			Wellbeing		
5	In the Hotseat		x			x		x				x	
6	Indie Awards at Madfest		Call for entries			Shortlist		x					
7	Alliance Live									x			
8	Chain Interview	x	x	x	x	x	x	x	x	x	x	x	x
9	Festival of Happiness										x		
10	GreenJam	V	V	V	V	L	V	L	V	L	V	L	V
11	Training												
12	- All In 90	x3	x2	x2	x2	x2	x2	x2	x2	x2	x2	x2	x2
13	- Excellence		x1			x1				x1		x1	
14	- Diploma	D1	D1	D1	D1	D1	D1	D2	D2	D2	D2	D2	D2
15	Surveys												
16	-People Pulse		x			x			x			x	
17	-Commercial Pulse	x			x			x			x		
18	-Wellbeing Survey						x						
19	Peer Action Groups												
20	- Talent			x			x			x			x
21	- DEI		x			x			x			x	
22	- Wellbeing	x			x			x			x		
23	- New Business	x			x			x			x		
24	- Commercial		x			x			x			x	
25	- Creative			x			x			x			x
26	- CEO Summit	x			x			x			x		
27	- Future Leaders		x			x			x			x	
31	-Sustainability		x			x				x			x

Thanks to our partners



Thank You