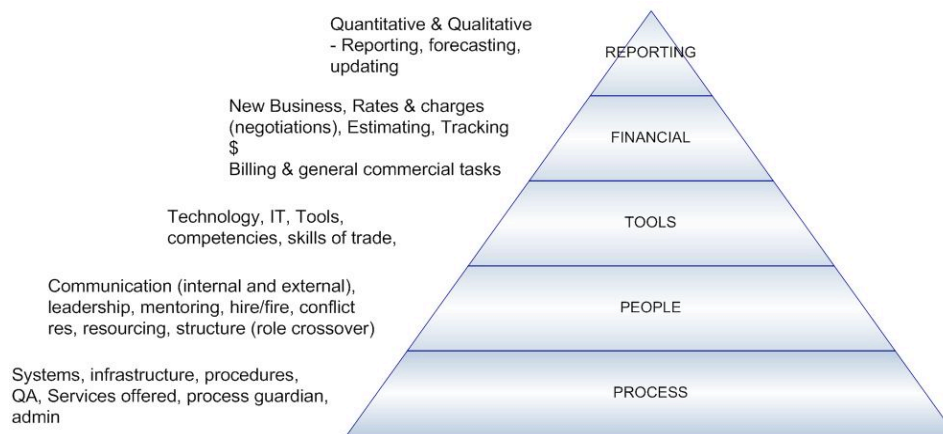


Adtopia's Three Month Intensive Operations Workshop

Adtopia has developed and conducts an intensive operations workshop to teach operational and management roles to create a more profitable and streamlined business. We will share our wealth of experience, working and consulting in the ad industry, to help you reach that next level of operational excellence.

The workshop spans three months and provides you with both **group** and **one-on-one sessions** to train your mind in thinking commercially, strategically and practically about engineering the backbone (ops) of your business.

We cover five key areas:



Making just ONE change to your business will pay for this course alone. Making TWO or more changes will transform your business and deliver you increased profits.

Tools you will walk away with

- Full course notes and examples of reports/templates
- Welcome pack with materials and references
- Agency reporting guidelines and other benchmarks

Benefits

- Increase your agency profitability
- Share ideas with your industry peers
- Get up to date market information on new agency models, structures and process
- Learn valuable skills on staff retention and resource management
- Understand agency profitability benchmarks
- Get the full picture on what an Operations role should manage within the industry
- Gain the commercial skills required to be a leader in your industry

LOGISTICS

Training time provided

- 6 x 3 hour lectures
- 1 x 2 hour one-on-one coaching session
- Weekly phone calls
- Weekly activities to complete
- **TOTAL of 24+ hours**

Training dates and times

- Lecture #1 – Thursday 18th July 8am – 11am
- Lecture #2 – Thursday 1st August 8am – 11am
- Lecture #3 – Thursday 15th August 8am – 11am
- Lecture #4 – Thursday 29th August 8am – 11am
- Lecture #5 – Thursday 12th September 8am – 11am
- Lecture #6 – Thursday 26th September 8am – 11am

Final 2 hour personal coaching session can proceed the week after the workshops finish or at another mutually convenient time.

Location

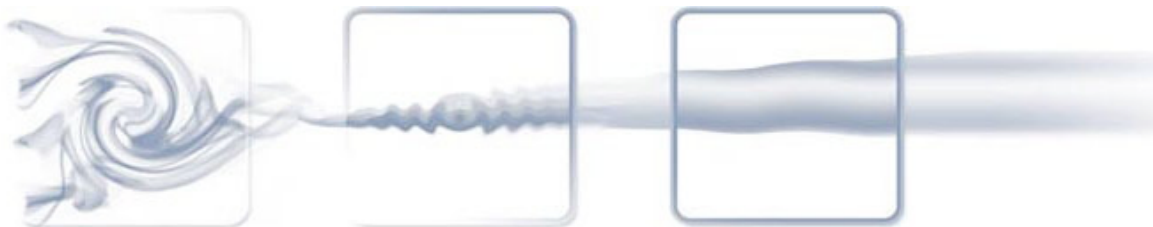
To be advised once registrations close.

Cost

\$4,950

Early bird offer 20% discount - \$3,960 if you pay before 30th June 2013.

Ask us about a group discount if one or more people from your agency attend.



For more information on this course please contact

Tim Rice on 0418 095 889 or tim@adtopia.com.au

Felicity Peterson on 0437 975 720 or felicity@adtopia.com.au