

# Management Toolkit



mcca

Marketing  
Communication  
Consultants  
Association

## Adgistics

### Areas of Consultancy

Marketing Asset Management, Campaign Management, Artwork Automation, Management systems.

### Contact Name

Simon Myers, Managing Director

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### Telephone

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### Mobile

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### Contact Email

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### Website

www.adgistics.com

### Company Information

Adgistics has provided web-based marketing asset & campaign management software systems for 9 years to Clients including adidas, Canon, Ford, Goodyear Dunlop, Sony, Vodafone and others. Our systems enable high-efficient asset and knowledge distribution & re-utilisation, online approvals, template-based online adaptation and process optimisation such as integration with centralised production fulfillment providers.

Benefits are manifold; 24/7 access to all assets & documents, immediate market enablement, enhanced brand consistency, knowledge sharing, very significant cost savings, and real-time visibility of marketing communications activity in any channel & geography.



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## BABS

### Areas of Consultancy

New business experts for creative businesses.

### Contact Name

Cathy Verrieres

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BABS HQ, 66 Franciscan Road, London SW17 8EQ

### Telephone

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### Website

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### Company Information

BABS is a boutique new business team with 30 years experience that loves working with bright creative businesses.

- We take pride in our exceptional communication skills
- We talk intelligently with your prospects, engaging them in the idea of working with you
- We get you in front of the people you want to meet

We will:

- engage your prospects in a discussion about their challenges and objectives

- arrange qualified meetings with a set agenda
- ensure you are kept front of mind after your meeting by nurturing new relationships
- carefully tend and manage your database making sure we are in regular contact, with the decision makers you want us to talk to
- be available should your new business manager need help or training.



## Boost New Business Ltd

### Areas of Consultancy

New business audits, pitch process and mentoring, tender and procurement advice, marketing assets and communications reviews, lead generation strategy and management, new business training, personal impact coaching, ROI focus and management of new business supplier/resource recruitment.

### Contact Name

Liz Childerley

### Contact Name

Liz Childerley

### Telephone

020 8784 0666



### Mobile

07957 344727

### Contact Email

liz@boostnb.com

### Website

www.boostnb.com

### Company Information

Boost will maximise the effectiveness of your new business performance and resource. By channelling more than 10 years' experience of leading new business departments in significant agencies, we provide the skills, experience and knowledge of a senior new business professional in a flexible and cost-effective way.

With a powerful thrust or just a gentle nudge. Whichever you need, whenever you need it. With a wide range of options to improve growth performance and boost ROI, we can tailor our services to focus on a particular area of your new business activity, or roll-out an end-to-end solution.



# Chartered Institute of Personnel and Development (CIPD)

## Areas of Consultancy

People management and development

## Contact

CIPD Customer Services

## Address

151 The Broadway, London SW19 1JQ

## Telephone

020 8612 6200



## Contact Email

training.hotline@cipd.co.uk

## Website

www.cipd.co.uk

## Company Information

Attracting and retaining talent can be difficult. As the leading professional body in Human Resources and development, we've got the resources to assist you through every aspect in finding and retaining the right people. Our training courses, expert consultancy, publications and wide range of events can assist in making sure you're attracting top talent.

Our individual and organisational membership opportunities give you instant access to our exclusive member benefits including: online

resources, unparalleled networking opportunities and discounts on CIPD events and publications. Find out more by visiting: [www.cipd.co.uk](http://www.cipd.co.uk)



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## Creation

### Areas of Consultancy

People

### Contact Name

Ruth Grodek

### Address

Big Tree Farm, Ashford Road, Bethersden, Kent, TN26 3AZ

### Telephone

01233 822 590

### Mobile

07711 580 842



### Contact Email

ruth@creation-uk.com

### Website

www.creation-uk.com

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### Company Information

Ruth has been developing teams and individual leaders since the late 1980's. In 1991 she became one of the original coaches at The Coaching House. She was instrumental in building the company's approach and led many projects for them during their first eight years of business.

She launched Creation in 1999. She has developed her own philosophy, and coaching style, and prides herself in her ability to listen at the deepest level in

order to fully identify and address the core of any issue. She offers one-to-one coaching and team experiences.

She challenges her clients to fully use their talents, and to build honest, brave, respectful and productive relationships with their team members.

She has gathered together a team of talented associates who work with her with on larger projects.

## Expert Advice

### Areas of Consultancy

fixing business issues, pitching, training, non-exec work, and much more.

### Contact Name

Kevin Duncan

### Address

17 Gayfere St, London SW1P 3HP

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### Mobile

07979 808770



### Contact Email

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### Website

www.expertadviceonline.com



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## Company Information

Kevin is a business adviser, marketing expert, motivational speaker and author. He is also the coordinator of the MCCA Management Toolkit.

After 20 years in advertising, he has spent the last nine as an independent troubleshooter, advising companies on how to change their businesses for the better, via change management programmes, non-exec work or better pitching.

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## Fair Flower Ltd

### Areas of Consultancy

Coaching, Leadership Development, Change Management, Managing Stress, Team Building, Team diagnostics and problem solving.

### Contact Name

Helena Taylor-Knox

### Address

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### Telephone

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### Mobile

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### Contact Email

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### Website

www.fairnflower.com

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### Company Information

Our job is to build the capacity and resilience of the organisations and people we work with and achieve the sustainable creation of personal wellbeing and successful, positive workplaces.

The principles underpinning our practice are firmly grounded within a psychosocial perspective from which we are able to understand the multiple contexts in which our clients' live, work and play. Fairn Flower's legacy to our clients is acknowledging them as the experts in their field whilst providing

them with individualised services which offer opportunities to fully explore, develop and enjoy their potential.

jfdi<sup>®</sup>

### Areas of Consultancy

All aspects of winning more new business.

### Contact Name

Camilla Honey

### Address

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### Telephone

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### Mobile

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### Contact Email

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### Website

www.jfdi.uk.com

### Company Information

Our mission is to offer agencies everything they need to win more new business.

We have four core products:

**New Business Workshops**, helping management teams to achieve a step change in business and re-orient the agency towards new business.

**New Business Academy**, instilling a New Business culture in client-facing teams and driving organic and new business growth.

**New Business Skills**, techniques and tips to give your New Business people the winning edge

**Pitch To Win**, developing pitch-winning strategies and skills.

We complement these with agency-tailored support programmes.

## Kingston Smith W1

### Areas of Consultancy

Alongside normal accountancy, audit and taxation services, Kingston Smith W1 provides specialist advice on those areas of need which are most prevalent among creative, communications and consultancy businesses, whether that be for a start up, growing or long established business or one looking for an exit. These services include advice on remuneration structures, ownership and succession issues, business valuations, fund raising, start-ups, sales and management buyouts, exit planning or floatations and both technical and commercial aspects of mergers and acquisitions.

### Contact Name

Cliff Ireton, Partner  
Esther Carder, Partner

### Company Information

Kingston Smith W1 is a specialist division of Kingston Smith LLP, one of the UK's top 20 audit and accounting firms. Based in London's West End, we specialise in advising creative, communications and consulting businesses on all aspects of finance, audit, accountancy and tax. We also regularly advise on specialist issues such as succession planning,

### Address

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### Website

[www.kingstonsmithW1.co.uk](http://www.kingstonsmithW1.co.uk)



valuations, fundraising, profit improvement reviews, business planning, grooming for sale and pre sale tax planning. Many of our clients include direct marketing and sales promotion houses and other marketing services agencies. We also have a substantial presence in the entertainment, film and television markets.

## Limelight Public Relations

### Areas of Consultancy

- Campaign Planning
- Corporate positioning and message development
- Media relations
- Thought leadership campaigns
- Online reputation management
- Copy writing
- Conference speaking programmes
- Crisis & issues management
- Internal Communications
- Senior management counsel & personal PR
- M&A communications
- Event creation & management
- Media Training
- Celebrity endorsement & corporate hospitality

### Contact Name

Susanna Simpson, Managing Director



### Address

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### Telephone

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### Contact Email

susanna@limelightpr.co.uk

### Website

www.limelightpr.co.uk

### Company Information

Award winning Limelight delivers business growth through outstanding PR & Communications.

With unparalleled experience managing the reputations of agency businesses, Limelight consistently delivers compelling commercial results for names such as Gyro, iris, Geronimo, Haygarth & The Brand Union.

Limelight believes PR must deliver a genuine return on investment and do more than “make you famous”. Whether it’s improving your Google reputation, helping you network better, writing thought leadership pieces, or helping you win business in a new sector, Limelight ensures your business objectives inform everything they do, and that every challenge is answered with ambition, knowledge and honesty.

## The Lyndon Consultancy Ltd

### Areas of Consultancy

- Financial and Commercial advice
- Human Resources advice

### Contact Name

Julian Davies A.C.A

### Address

3rd Floor, 5 Great Chapel Street, London W1F 8FE  
& West Bush House, Hailey Lane, Hertford Heath  
Herts SG13 7NY

### Telephone

0844 815 8476



### Mobile

07879 432027

### Contact Email

julian@lyndon-consultancy.com



### Company Information

We are a team of part time Finance Directors and Human Resources Directors with extensive experience of working with the marketing communications sector.

Their experience covers:

#### Finance

- Running the agency financial operations
- Improving the efficiency of agency operations
- Agency finance training for non financial staff

- Setting up employee incentive schemes including share options schemes
- Obtaining funding for acquisition and expansion
- Buying and selling agencies

#### Human Resources

- Setting up and running Appraisal systems
- Dealing with recruiting and redundancy
- Training staff in Appraisals and interview techniques
- Providing ongoing HR Help line

## MCCA Graduates

### Areas of Consultancy

Graduate Recruitment, Graduate Training

### Contact Name

Scott Knox

### Address

4 New Quebec Street, London, W1H 7RF

### Telephone

020 7535 3550

### Contact Email

scott.knox@mcca.org.uk

### Website

www.mcca.org.uk



### Company Information

All year round we are building on links with the best universities in the UK, particularly those with strong business schools.

We can provide you with a tailor made selection day which can be run by us, at no extra cost, in your own offices.

Realising some of the difficulties agencies face with taking on graduates we run Graduate Induction training, all included in the package.

Each member of the MCCA can recruit a graduate free of charge every year.



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## MCCA Professional Development

### Areas of Consultancy

Training

### Contact Name

Sam Gill

### Address

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### Telephone

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### Website

[www.mcca.org.uk](http://www.mcca.org.uk)

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### Company Information

The MCCA has designed a unique set of training courses for marketing communications agencies. Utilising both agency and client expertise the courses are aimed at all agency personnel from senior board directors to newly employed graduates in an effort to enhance all aspects of agency life & have already assisted over 1,000 people.

To discuss your training need no matter what size of budget give Sam a call or find details at [www.mcca.org.uk](http://www.mcca.org.uk).

## Agency Software Worldwide

### Areas of Consultancy

Agency Management Software

### Contact Name

Katie Barwick

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### Telephone

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### Contact Email

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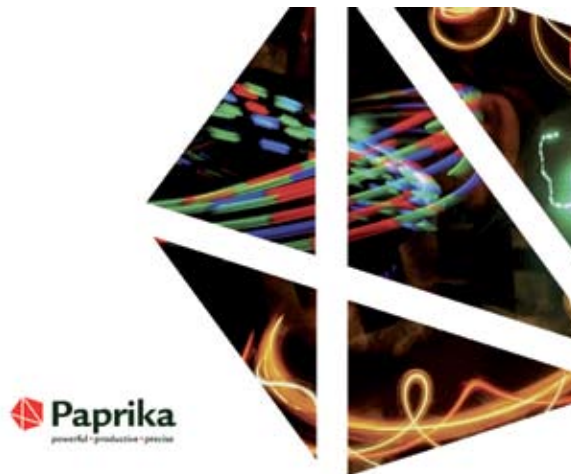
### Website

www.paprika-software.com

### Company Information

Agency Software Worldwide Ltd. is the author and owner of Paprika, a fully integrated job costing, client management and accounting system. We specialise in the supply of integrated systems to the marketing and communications industry. Paprika is designed for job-based organisations whose main income derives from people's time.

Paprika follows the job lifecycle from pitch to client estimate, work scheduling and resource planning, time and expense recording, request for quotes and purchase ordering, all the way through to client billing.



## Pensar IT Management

### Areas of Consultancy

IT

### Contact Name

Mark Williams

### Address

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### Telephone

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### Mobile

07956 561375



### Contact Email

mark.williams@pensar.co.uk

### Website

www.pensar.co.uk

### Company Information

Pensar IT Management has been providing professional consultancy and support services to Advertising, Design & Media companies since 1995.

Pensar understands that many agencies use a combination of Windows PCs and Apple Macs so specialises in seamlessly supporting both platforms, along with BlackBerries and iPhones too.

Pensar understands the time critical nature of the work in this industry so provides a rapid response service from its Central London base to ensure you deliver to those deadlines.

Pensar will get your systems running more efficiently and slash your IT costs too.



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## PromoVeritas Ltd

### Areas of Consultancy

Promotional verification and best practise compliance

### Contact Name

Jeremy Stern

### Address

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### Mobile

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### Website

www.promoveritas.com

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### Company Information

PromoVeritas are the independent promotional verification specialists protecting the finances and reputations of clients. We ensure that your promotions conform to the law and best practice in both design and implementation. We judge competitions, we secure instant wins, we draw winners, we oversee TV and radio votes and we audit suppliers and back end processes. With the cost of compliance now so high – why take a chance. Get PromoVeritas involved and you can sleep easy at night. Training and systems reviews also available.



## SCHAWK! Inc.

### Areas of Consultancy

The entire marketing collateral production & implementation process – from packaging through to advertising, direct mail, POS, TV, digital – every element of the mix.

### Contact Name

Olga Budimir, Managing Director

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### Mobile

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### Contact Email

[olga.budimir@schawk.com](mailto:olga.budimir@schawk.com)

### Website

[www.schawk.com](http://www.schawk.com)

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### Company Information

Founded in 1953 by the Schawk family, and floated on NYSE in 1995. Schawk has expanded its capabilities and expertise, boasting a global footprint unmatched in the sector – 3,400 staff at 169 locations in 13 countries; bringing innovative, technology-based brand imaging solutions to companies and advertising agencies worldwide; providing a vital interface between creative and production processes and media channels.

Schawk works across a range of sectors, with clients such as British Airways, COI, Procter & Gamble, Unilever, Johnson & Johnson, BP International, Nestlé, Tesco, InBev, Sony Computer Entertainment Europe, GlaxoSmithKline, and The Coca-Cola Company.



# Sleeping Lion

## Areas of Consultancy

Training, Marketing and New Business

## Contact Name

Sarah Taylor

## Address

17 Gayfere Street, Westminster, London SW1P 3HP

## Telephone

07904 437119

## Mobile

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## Contact Email

sarah@sleepinglion.co.uk

## Website

www.sleepinglion.co.uk

## Company Information

Sarah started Sleeping Lion three years ago and now works with a variety of organisations helping them with marketing, new business and training. She can provide quick fix solutions in one-off projects or offer longer-term surrogate marketing support.

Specifically for agencies, Sarah has created two training courses. Better Brainstorming is a crash course in thought-provoking exercises and techniques designed to stimulate brighter and more creative ideas. Seven Stars provides agencies

with an insight into the best practices of some of the world's most respected service providers to revolutionise your own service culture.

Sarah's understanding of luxury brands was firmly established early in her career spending four years with the Savoy Group in London. Since then she has worked on many luxury hotel, private club and spa launches/development projects in the UK, Russia, Vietnam, Indonesia, Singapore and the Philippines.

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# Sue Buckle

## Areas of Consultancy

Coaching

## Contact Name

Sue Buckle

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## Mobile

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## Website

[www.suebuckle.co.uk](http://www.suebuckle.co.uk)

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## Company Information

I coach people around all forms of career transition, with particular emphasis on leadership, impact, and performance. More information can be found on my website [www.suebuckle.co.uk](http://www.suebuckle.co.uk).



## Umbrella Risk Management

### Areas of Consultancy

Promotional insurance/risk management, Forecasting consumer response rates, Budget calculations and overall promotional management.

### Contact Name

Beth Johnson

### Address

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### Telephone

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### Mobile

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### Website

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### Company Information

Umbrella is a fully-integrated risk management company. We offer a wide portfolio of risk services including promotional budget consultancy through to full promotional management. Our core expertise is over-redemption insurance and fixed fee which means we have vast experience in consumer response rates and promotional mechanics.

If you are planning a promotional campaign and have questions regarding the best mechanic, how many consumers will respond, promotional supply chain, or HOW DO I KEEP MY PROMOTION IN BUDGET??? Please give us a call we will be happy to help.

## The Willis Partnership

### Areas of Consultancy

Boardroom and Executive Search, Psychometric assessment, Multiple assessment programmes, Remuneration and retention advice, Career Advice

### Contact Name

Geraldine Davies

### Address

Alexandra House, 55A Catherine Place,  
London SW1E 6DY

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020 7821 6543



### Mobile

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### Contact Email

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### Website

www.willis-partnership.co.uk



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### Company Information

Founded in 1979, The Willis Partnership is an executive search company dedicated to supporting its clients in building up teams with the professional and managerial competence to meet their present and future objectives. We recognise that different skills are needed for different economic circumstances and we are able to identify

candidates with expertise in turnaround situations, restructuring and refinancing as well as other leadership skills such as drive, vision and motivation. We operate across a wide range of industries including Marketing Services, Media and Consumer Goods.

