



Empowering Performance
Education, Efficiency and Adaptability



USERS GROUP CONFERENCE
May 23-26, 2010 • Orlando, Florida

CONFERENCE AT A GLANCE

SUNDAY, MAY 23		MONDAY, MAY 24		TUESDAY, MAY 25		WEDNESDAY, MAY 26	
3:00 PM	Registration	7:00 AM	Breakfast	7:00 AM	Breakfast	7:00 AM	Breakfast
6:00 PM	Welcome Reception	8:30 AM	General Sessions	8:30 AM	Breakout Sessions	8:30 AM	General Sessions
		NOON	Lunch	11:30 AM	Lunch	10:45 AM	Breakout Sessions
		1:15 PM	General Sessions	1:00 PM	Breakout Sessions		
		3:00 PM	Breakout Sessions				
		6:00 PM	Networking/Cocktails				

▶ **Empowering Performance! Share, Learn, Change ... Evolve to tomorrow.**

Whether we like it or not, our industry is evolving quickly. The demands from advertisers, the economy, and hungry competition are all challenging and demanding more from all of us. Innovation, efficiency, change, and increasing our value are all integral to any agency wanting to survive. It's more important than ever to empower your team to perform at their best to deliver uncompromising value. Your success requires engaged leadership, passionate staff, nurturing culture; all serve as catalysts to the healthy evolution of your agency and our industry. Staying ahead and keeping your team fully-armed requires timely education and training to secure your agency's competitive edge, along with maximizing the utility of the appropriate tools to get the job done.

▶ **Come join us in May 2010! Send us your team, and we'll do the rest....**

- You'll interact with agency professionals and industry leaders who have facilitated change within the industry. Learn from some of the best on what type of change you'll need to be successful.
- Participate in training and consultative sessions that will provide you the education needed to understand what needs to be done and how to succeed.
- You'll see current and future software tools that have been designed to support your agency. These tools empower you to streamline processes, increase productivity, and analyze your business. All of these are critical to deliver the best value to your clients!
- We're here to help you become the catalyst to change by Empowering Performance!

▶ **Advantage – We Work the Way You Work**

Our highly-adaptive workflow systems will support your agency today with the flexibility to meet the ever-changing demands of the industry of tomorrow. *We work the way you do, because we work for you!*

We Listen. In our experience, most agencies operate in a similar manner, yet differing cultures yield varying reactions to somewhat similar business events. And for those who listen, you'll hear each one offers a unique perspective. *We Learn.* Our goal has been to continue to gather industry insights from you and deliver software products and features that support you, allowing you to automate your business based on how you operate individually. *We Execute.* Each release unleashes more value to your agency. Your input is the reason why, and it remains critical to us. We value every opportunity to network with you; keeping our goal of bringing you the best in productivity tools for your agency.

▶ **Guest Speakers**

We can't do it alone. Insights from leading experts help round and shape our direction by learning from their priceless experience. This year we've gathered industry experts who will share insights on talent, industry evolution, financial awareness and much more. These are interactive sessions with Q&A. Bring your thoughts and be ready to share and ask questions for all to hear and learn from! Our speakers are here to help you uncover the skills necessary to survive today's demands and help shape your culture to invite needed change.

▶ **Networking**

Where else can you interact with over 400 agency peers, comprised of over 150 agencies who share similar goals and challenges that you and your agency face? In addition to presentations and breakout sessions, there are numerous opportunities to network with agency professionals from various disciplines on everything from their struggles to their successes. Make a difference, come share an idea!

► Who Should Attend?

You! Advantage users from all levels of your agency are encouraged to attend this event because it's the perfect opportunity to learn about tools and methods available to greatly improve productivity, efficiency and profitability, network with other agencies and associates in the same roles, and discover ways to be more valuable to your clients. There will be topical content for every discipline in the agency.

► Every 18 Months!

After the May 2010 Conference, each Advantage Users Group Conference will be held every 18 months. The next conference is scheduled for October of 2011. Through surveys and feedback from you, agencies feel it will be more advantageous to participate more if the Conference interval was an 18 vs. 12-month frequency. However, we'll not lose touch. Between conferences, we will continue to provide free Webinars on the latest features; information on where Regional Users Group Meetings have been established, and other methods for networking with Users Group Members and the Advantage Advisory Council.

CONFERENCE SCHEDULE

SUNDAY, MAY 23

3:00 - 6:00 PM	REGISTRATION
6:00 - 7:30 PM	WELCOME RECEPTION

MONDAY, MAY 24

7:00 - 8:30 AM	BREAKFAST	
8:30 - 9:00 AM	GENERAL SESSIONS Advantage Advisory Council Are You Empowered?	
9:00 - 10:00 AM	EMPOWERING PERFORMANCE IN EVERY ROLE Wow, what a year! Come and hear how the "Transformation" of the industry is affecting us all and requiring your agency to "Transform" to effectively respond and re-position to meet the demands for the future. You'll also gain insight into understanding how your individual contribution can have a significant impact on the agency's performance and your own personal growth. This session will provide an overview of all that this year's conference has in store.	Nancy Hill, <i>CEO</i> AAAA's www.aaaa.org
10:00 - 10:30 AM	BREAK	
10:30 - 12 NOON	ADVANTAGE & WEBVANTAGE <i>"We Work The Way You Work"</i> See the latest Advantage and Webvantage features and technologies which allow you to automate and optimize operations based on your own winning strategies. All possible because of the built-in flexibility and robust nature of the features you've helped design. Advantage has drilled-down to address unique areas of your business and created software solutions that you can implement now without sacrificing your own distinctive workflow processes. We'll touch on all the latest features and will cover them in more detail during the break-out sessions.	
12:00 - 1:15 PM	LUNCH	
1:15 - 2:30 PM	HOW TO AFFECT CHANGE - A PANEL DISCUSSION Hear from agency professionals on how to make a difference in your "individual" role by identifying areas that may need improvement, formulating a plan, presenting and implementing key strategies. Hear real-life tips, strategies from panel members in accounting/finance, production, project management, media, agency leader and technology.	
2:30 - 3:00 PM	BREAK	

CONFERENCE SCHEDULE, cont'd.

MONDAY, MAY 24

3-4:15 PM

BREAKOUT SESSIONS

TRACK 1

DELIVERING VALUE IN AN ACCOUNTING ROLE

Learn to become more effective in your agency. You'll receive tips from agency professionals and Advantage staff members on topics such as:

- ⇒ Providing management with key decision-making tools! Includes an overview of key reports
- ⇒ Going paperless! It is possible
- ⇒ Gaining efficiencies, which allow staff to focus on improving results! Includes tips for a quick close

TRACK 2

THE TRULY ELECTRONIC JOB JACKET

Cabot Brothers from Marlin Company teams up with Advantage to show how the Job Jacket and related workflow steps can be customized to **work the way you do**, and can fully replace other processes that hinder productivity and the dissemination of information.

Includes new Campaigns and further integration of Job Jackets and Media.

TRACK 3

SURVIVAL STRATEGIES, FINANCIAL PERFORMANCE

Jerry Gibbons, Principal, A-Team Advisors, along with agency professionals, will share what key strategies have been taken to survive the economic downturn

- ⇒ Warning signs
- ⇒ Financial fine-tuning
- ⇒ Barometers / ratios
- ⇒ Managing revenue
- ⇒ Compensation models

www.a-teamadvisors.com

TRACK 4

THE BANNER IS ALIVE

Digital display media is growing up; data proves that display ads work, rich media and online video is allowing agencies to flex their creative muscles in new & exciting ways. But just because it's growing up, doesn't mean it's growing easily!

In this session, **Scott Portugal of TRAFFIQ** will review the ecosystem and the players. He'll discuss the tools that every sophisticated media team should be using, and conclude with a look at how display ad campaigns can leverage search-style tactics to ensure maximized return on ad spend.

www.traffiq.com

TRACK 5

TECHNOLOGY OVERVIEW

We'll cover technology changes that have occurred since our last meeting. These exciting new changes include Windows 7, Windows Server 2008 R2, and SQL Server 2008 R2, among other items. We'll explore how these changes will have an impact on you and Advantage.

This session is appropriate for everyone interested in learning how current and future technology changes can impact Advantage.

6-9:00 PM

NETWORKING & COCKTAILS



Hear from Industry Leaders on important topics!
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CONFERENCE SCHEDULE, cont'd.
TUESDAY, MAY 25

7-8:30 AM	BREAKFAST				
8:30-9:45 AM	BREAKOUT SESSIONS				
	TRACK 1	TRACK 2	TRACK 3	TRACK 4	TRACK 5
	CLIENT BUDGETING & FORECASTING This in-depth training session focuses on all the features and capabilities of Client Budgeting and related applications, including forecasting based on approved estimates or approved billing, and other unique features that allow you to predict profits! Automate this typically manual process and reap the benefits in other areas of the system such as the General Ledger and Client Profitability Reports.	PROJECT MANAGEMENT IN A DIGITAL AGENCY OR DIGITAL DEPARTMENT Learn how to automate your Digital Agency or Department and discuss specific differences and challenges that exist in this environment. Self Auditing We'll present a case study on the automation of R&R Partners' Digital Department and how a Self-Audit can get you going in the right direction when automating or integrating any department into the Agency. Includes tips and tools on how to conduct a Self-Audit.	ARE YOU PROFITABLE? Learn about key areas to pay attention to. Identify key areas where you may be losing money. What can Advantage tell you about your business? Discover tools to manage with.	SPECIALTY MEDIA BUYING Direct Mail, Print Inserts, Digital This training session focuses on the new and existing features in Advantage that completely automate the processing and reporting related to these specialty media types. As they become a more important part of your client's overall media plan, you need to know how to automate and maximize the benefits these programs provide.	DEPLOYMENT & BEST PRACTICES Scott Byrnes from The Advantage Software Company will discuss optimal deployment scenarios and best practices when running the Advantage software.
9:45-10:15AM	BREAK				
10:15-11:30AM	CASH MANAGEMENT TECHNIQUES Learn which system features are in place to help you optimize cash and manage it effectively. ⇒ Advance bill – how and why ⇒ A/R statements – a useful tool ⇒ Check writing – sequential liability ⇒ Cash forecasting based on A/R history ⇒ Media cash forecasts	WEBVANTAGE ESTIMATING & VENDOR QUOTES - TRAINING & WORKSHOP Get in-depth training on Webvantage Estimating and all related features followed by an interactive Workshop on enhanced functionality.	NETWORKING: STAYING CONNECTED TO YOUR PEERS..... ⇒ The Global Network ⇒ Tool Kit – how to get started ⇒ Blogging – staying connected ⇒ Activate AAC/ADV ⇒ Enhancements, ideas, suggestions ⇒ Network Champions – recognition of network achievements Laura Keene, <i>Moroch Partners</i>	REALIZE THE BENEFITS OF THE LATEST MEDIA EDI TOOLS EDI tools yield a tremendous benefit allowing media buyers or sellers to handle many tasks at once, and easily. Media buying departments of all sizes should be taking full advantage of these time and money-saving functions. David Drucker of Strata will present an overview on the tools available and how you can start realizing the benefits now. www.gotostrata.com	NETWORK & SQL SECURITY Methods used in compromising your network and SQL servers will be discussed. The techniques and tools that hackers use, and how you can you better protect your company against these attacks will be covered.
11:30-1 PM	LUNCH				

CONFERENCE SCHEDULE, cont'd.
TUESDAY, MAY 25

1-2:15 PM	BREAKOUT SESSIONS				
	TRACK 1	TRACK 2	TRACK 3	TRACK 4	TRACK 5
	LAUNCHING THE BILLING COMMAND CENTER Learn how the new Billing Command Center streamlines the billing process and takes the automation of client invoicing to a whole new level! This in-depth training covers all the released features including: ⇒ Command center customization ⇒ Group actions including reconcile, hold jobs & change processing control ⇒ Billing approval integration ⇒ Adjustments & transfers ⇒ Income only adjustments ⇒ Production and media invoice processing and electronic delivery	PROJECT SCHEDULING & WORKLOAD MANAGEMENT: SETUP & BEST PRACTICES FOR IMPLEMENTATION Charlotte Blauer from R&R Partners discusses how to setup and implement scheduling and workload tools to empower all roles, even creative!	THE EXECUTIVE DESKTOP Discover the latest tools, enhancements available to build on the existing Executive Desktop. ⇒ Objects enhanced ⇒ User defined features; office assignments Charts for: ⇒ Client gross income ⇒ Staff utilization graph ⇒ Chargeability	MEDIA INTEGRATIONS & IMPORTS Integrating with your favorite media partner or program. Examples of partner programs and generic imports. Partners include: Strata Arbitron TRAFFIQ Eyeblander Workhorse Excel	VIRTUALIZATION IN THE ENTERPRISE Scott Byrnes and Jeremy Williams will discuss options and solutions for virtualizing your enterprise. Desktop and server virtualization products from VMWare and Microsoft will be discussed. The benefits and disadvantages of virtualizing your systems will also be covered.
2:15-2:45 PM	BREAK				
2:45-4:15 PM	EXPLORING NEW & ADVANCE FEATURES IN ACCOUNTING/ FINANCE ⇒ Multi-office processing ⇒ Multi-currency conversion ⇒ Financial statement customization and formatting ⇒ Exporting to Excel	EFFECTIVELY UTILIZING PROJECT SCHEDULES & ACCESSING INFORMATION: MAKE IT REAL! We'll show you the most effective use of Project Schedules including all of the latest enhancements. We'll cover the related Desktop Objects and Reports with real examples on what works, for all roles.	EMPOWERING YOUR TALENT Michelle Tenzyk, Principal East Tenth Group will share agency insights on: ⇒ How to re-engage employees in a down economy ⇒ Leadership qualities that advance your business; increase your ROI ⇒ How to align the right talent, tools and processes <i>www.easttenthgroup.com</i>	MEDIA AUTOMATION MAXIMIZED Are you still faxing signed media orders to vendors or e-mailing them a scanned copy? Are you editing media orders one at a time? Are you still manually approving media invoices and revising orders individually to reconcile them? If so, you need to attend this session where you'll learn how to completely automate these (and other) typically manual processes to the max!	TECHNOLOGY DISCUSSION PANEL Topics for this session will be determined by you. We will be soliciting input from you for your preferred topics. A panel of experts will discuss selected topics and will facilitate networking opportunities.

WEDNESDAY, MAY 26

7-8:30 AM BREAKFAST

8:30-9 AM BOARD NOMINATION & VOTING

Advantage Advisory Council
Prize Giveaway

9-10:15 AM EMPOWER PERFORMANCE IN EVERY ROLE

Eliminate manual processes once and for all by introducing enhanced **Productivity Tools** to your entire agency. We'll highlight some of the newest and best time-saving features available for managing daily processes in every role but you'll also see how these features have grown and changed based on your feedback! You'll walk away with valuable knowledge and a Quick-Reference Users Guide you can share. Topics include:

- Managing Your Desktop
- Managing Time: New Timesheet Entry, Direct and Non Direct Time, Missing Time, Project Hours, Quote vs. Actual
- Managing Your Schedule – Calendars and Workload
- Managing Expenses – Enhanced and Streamlined
- Managing Approvals – Time, Expense, Purchase Orders
- Managing Forms – Standard Text, One-Click Sending
- Managing Documents – For Every Role

10:15-10:45 AM BREAK

11-12:15 PM BREAKOUT SESSIONS

TRACK 1

ACCOUNTING & FINANCE NETWORKING

An open discussion on Accounting and Finance issues and automation.
Moderators: Advantage Staff and Dawn Benevento of Vox Medica.

TRACK 2

PRODUCTION & PROJECT MANAGEMENT NETWORKING

An open discussion on Production and Project Management issues and automation.
Moderators: Advantage Staff, Charlotte Blauer of R&R Partners and Cabot Brothers of Marlin Company.

TRACK 3

AGENCY LEADER NETWORKING

What's on your mind?
An open discussion on:
⇒ Management issues
⇒ Automation
⇒ What challenges are you having?
Moderators: Advantage Staff and Rhonda Ries-Aguilar, Osborn & Barr.

TRACK 4

MEDIA NETWORKING

An open discussion on Media issues and automation
Moderators: Advantage Staff and Colleen Schwab of Pinnacle Advertising.

TRACK 5

TECHNOLOGY NETWORKING

An open discussion on Technology issues.
Moderators: Advantage Staff and Jeremy Williams of Richter7.



All this in a single conference you won't want to miss!
2010 ADVANTAGE USERS GROUP CONFERENCE