



## **How to Optimize Your In-House Agency**

*Strategies for In-House Agency Personnel Managing the In-House Agency*  
(Half Day workshop)

### **Workshop Description**

With the rise of the in-house agency, IHA leadership is questioning how to drive better speed to market, better communication with marketers, and optimize workflow. There is a compelling need to structure and manage creative teams to produce the best creative while managing to deadlines and budgets. To drive effectiveness and organizational efficiency, it is essential to address operational challenges from three distinct perspectives - people, process and technology.

In this workshop, we will address common in-house agency operational issues from these three points of view and identify some of the warning signs of creative inefficiency and bad process. IHA personnel will learn best practices and solutions to better manage the creative process from intake / request through execution, to drive better creative output and internal client satisfaction. We will also discuss how to define goals and capabilities of the in-house agency to capitalize on marketer relationships and bring out the best in your creative team.

You will participate in exercises that enhance your understanding of roles and responsibilities and will review examples of how IHA output was increased three-fold to yield better quality and increased employee and stakeholder satisfaction. Expect to walk away from this session with pragmatic solutions to everyday creative and operational challenges within your internal agency.

**Important note:** For best outcomes, your company may be asked to reimburse for the travel costs of two presenters for this workshop. You will be notified well in advance if this is the case for you.

### **Who is this workshop for?**

In-House agency management and creative operations who want to better understand how to improve operational efficiency and communication with stakeholders.

### **Workshop Benefits**

The benefits of attending this workshop fall under the following key drivers of growth: increasing marketing efficiency, improving marketing effectiveness, and improving employee alignment.

*This workshop helps attendees **increase marketing efficiency** by teaching:*

- Warning signs of operational inefficiency and lack of process
- Concrete steps to increase creative team output without burnout
- How to define the goals, purpose, and capabilities of the in-house agency
- How to make the best use of technology

*This workshop helps attendees **improve marketing effectiveness** by teaching:*

- How to clearly define roles and responsibilities
- How to improve overall Workflow and use of software tools
- How to outline and implement effective process

*This workshop helps attendees **improve employee alignment and collaboration** by teaching them:*

- Tips on briefing to enhance clarity and inspire creativity
- Best practices for communication in a creative culture
- How to create a feedback loop between marketers and creatives



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#	Module	Time	Learning Experience Summary
1	<b>Setting the Stage</b>	:05M	<ul style="list-style-type: none"> <li>Welcome and expectations</li> <li>Agenda and workshop objectives</li> </ul>
2	<b>Introduction</b>	:10M	<ul style="list-style-type: none"> <li>Common advantages of an in-house agency</li> <li>Common challenges to IHA growth</li> <li>Warning signs of operational inefficiency</li> </ul>
3	<b>Elements of a Successful In-House Agency</b>	:30M	<ul style="list-style-type: none"> <li>Six essential Elements of a Successful IHA               <ul style="list-style-type: none"> <li>Clear Mission</li> <li>Clear Management Expectations</li> <li>Stable Universe of Requestors</li> <li>Consistent Execution Process</li> <li>Successful Software Implementation</li> <li>Asset Management</li> </ul> </li> </ul>
4	<b>Ways of Working</b>	:45M	<ul style="list-style-type: none"> <li>Project classification and workflow</li> <li>Execution Process</li> <li>IHA models</li> </ul>
5	<b>Design a Process from Brief through Delivery</b>	:30M	<p><b>EXERCISE:</b></p> <ul style="list-style-type: none"> <li>Working in teams, participants will be asked to define the linear process from intake through delivery for Tier 1, 2, 3, or video production.</li> </ul>
	<b>BREAK</b>	:15M	
6	<b>How to Improve Creative Output &amp; Speed to Market</b>	:45M	<p><b>Case Study and Exercise:</b></p> <ul style="list-style-type: none"> <li>In this IHA, inconsistent briefing, ineffective implementation of technology tools and undefined roles and responsibilities created a perfect storm. Friction between marketers and the creative team had reached a crisis.</li> <li>Participants will work in teams to develop strategies to increase speed of delivery, improve employee morale and drive better communication with stakeholders.</li> </ul>
7	<b>Managing the Internal Client relationship</b>	:30M	<ul style="list-style-type: none"> <li>Defining the role for client management</li> <li>Managing Scope               <ul style="list-style-type: none"> <li>Cost Models</li> </ul> </li> <li>Tracking and reporting</li> </ul>
8	<b>Positioning for Success</b>	:25M	<ul style="list-style-type: none"> <li>Do's and Don'ts</li> <li>Creating the Feedback loop</li> <li>Showing IHA Value to Stakeholders</li> <li>Understanding the value of KPI's</li> <li>Best practices for the IHA</li> </ul>
	<b>Closing</b>	:05M	<ul style="list-style-type: none"> <li>Workshop summary</li> <li>Survey provided by ANA</li> </ul>