



R E C O U R S E S

LOWER PRICE.
NEW CONTENT.
SPECIAL GROUP PRICING.

RESEARCH & STRATEGY FOR CLIENT WORK

Doing Effective Work With Appropriate Research and Resulting Strategy

Nashville, Friday, February 26, 2010

SEMINAR.

Only held once per year, this revamped one-day seminar has been developed especially for design, advertising, interactive, and public relations firms, and it is crafted to cover the best methods of research and the formulation of strategy for specific client engagements (see the complete agenda on page five). The seminar is appropriate for principals, account planners, account managers, and anyone integral to making recommendations to clients.

The sessions are a mix of presentation, hands-on exploration, exercises, and roundtables. You'll learn the historical background and how that matters, how research, strategy, and positioning of products/services are connected, and the best working definitions of all the key terms.

We'll give you the right questions to ask and to whom they should be directed, the most efficient research methods and sources, and which ones you might use for any given desired outcome.

We'll guide you through the crafting of insightful recommendations and how to deliver them as you build consensus along the way.

You'll learn how to incorporate more process to yield better results and how to build a research and strategy component into your firm (and how to staff it). Finally, we'll guide you on incorporating this offering into your own positioning through packaged offerings.

Note that the cost for the first attendee is \$495, but that all additional attendees from the same firm are 50% off. See the registration form on page seven.



ABOUT US.

ReCourses, Inc., is a management consulting firm that works exclusively with marketing firms/departments in the communications industry, including: public relations firms, advertising agencies, interactive companies, and design studios.

What is management consulting? It is objective, expert advice to management on best practices. Management consultants are hired by businesses to analyze and provide solutions to existing problems or to plan against future ones. The final measure of its effectiveness is peace of mind.

We are unique because we know a particular field intimately, having learned and developed “best practices” from working with hundreds of firms. And we apply them with proprietary, defined processes that both ensure results and make the working relationship enjoyable to you.

You’ll already know much of what we point out, but we will put the pieces into context, save you from experimenting, and bring solutions that may not have occurred to you yet. We’ll gently pull you out of the marinade of indecision and warm up the grill.

Our work is not a panacea. What clients appreciate the most, though, is an outside perspective on how they are really doing (without pulling any punches), or how to accomplish something without reinventing the wheel. They realize that change is still dependent on them, but they want to be pointed in the right direction based on what has been successful for other firms. We will never know as much about your firm as you do, but we will likely know more about your firm than any other consultant that works with you.

For more details, view our website at www.recourses.com

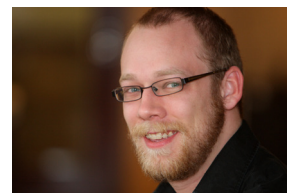


FACULTY.

David C. Baker is the principal of ReCourses, a frequent contributor to nearly every industry publication, and a speaker at nearly every conference at one point. He's the leading management consultant to the marketing field, helping principals since 1994. He is also the author of the forthcoming RockBench title *Managing (Right) for the First Time*, released in the first quarter of 2010.



Jonathan Baker is a graduate of the marketing program at Emory University and a practicing pure-play strategist for Fortune 500 clients. In addition to academic preparation, he's worked in the trenches managing primary and secondary research, and then constructing and presenting recommendations to major clients. He is a consultant at (r)evolution partners in Atlanta. He is a co-owner of MondayNightBrewing.com in his spare time.



AGENDA.

THURSDAY, FEBRUARY 25

Consider joining us for the previous one-day seminar on managing client relationships.

FRIDAY, FEBRUARY 26

- 08:30-10:00 — Historical Background and Interplay with Positioning
- 10:00-10:15 — Working Definitions
- 10:15-10:45 — Starting with the Right Questions
- 10:45-11:45 — Conducting Efficient Research
- 11:45-12:45 — Lunch, On Your Own
- 12:45-01:45 — Crafting Insightful Recommendations
- 01:45-02:15 — Delivering Recommendations/Building Consensus
- 02:15-03:00 — Doing Better Strategy with Better Process
- 03:00-03:30 — Building a Research and Strategy Department
- 03:30-04:00 — Incorporating Research/Strategy into Your Positioning
- 04:00-04:30 — Sample Recommendation Deck and Your Own Offering(s)



VENUE.

FRIST CENTER FOR THE VISUAL ARTS.

All sessions will be held at the Frist Center for the Visual Arts. The Frist is an important cultural focal point in the community, and it is also a significant architectural center.

The center occupies one of Nashville's great historic landmarks—the former main post office, built in 1933. While the exterior illustrates what is commonly called “starved classicism,” the interior follows the Art Deco style, with cast aluminum doors, grillwork, and colored marble in the walls and floors.

The museum exhibits during the “Strategy and Research” seminar will be “Mortals and Myths in Ancient Greece,” “Masterpieces of European Paintings,” and “New Urban Species.” Please see FristCenter.org for details on each exhibit.

Dress is casual for the entire event.

Parking is located behind the main exhibit hall.

The Frist is at 919 Broadway, Nashville, TN 37203. 615-244-3340.



R E C O U R S E S

Research and Strategy

REGISTRATION.

Attendee _____

Company _____

Billing Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Check for \$495 Enclosed Charge my Amex, Visa, or MC below for \$495:

Name on Credit Card _____

Account No. _____ Expiration _____

REGISTRATION OPTIONS.

Email information from above to info@recourses.com

Mail completed form to 6101 Stillmeadow Dr., Nashville, TN 37211

Fax form to private number (no need to call first): 615-831-2212

Questions? Email info@recourses.com or call 615-831-2277

DETAILS.

Meetings at Frist Center, 919 Broadway, Nashville, TN 37203. Limited space available. Casual dress encouraged. Lunch on your own. Every additional person from same firm receives 50% discount. No refunds or credits within 14 days of event opening. Substitutes, with notification, allowed at any time.

ACCOMMODATIONS.

See multiple options on following page, all within walking distance of the venue.

ACCOMMODATIONS.

Though there are no reserved room blocks, there are many hotels within walking distance of the venue. Please call hotels directly to make your reservation. Here are the closest hotels and their distance from the venue.

Union Station—Wyndham Historic (next door)
1001 Broadway
Nashville, TN 37203
615-726-1001

Sheraton Nashville Downtown (6 blocks)
623 Union St.
Nashville, TN 37219
615-259-2000

Holiday Inn Express Downtown (across the street)
920 Broadway
Nashville, TN 37203
615-244-0150

Hilton Nashville Downtown (6 blocks)
121 4th Ave. S.
Nashville, TN 37201
615-620-1000

Renaissance Nashville Hotel (4 blocks)
611 Commerce St.
Nashville, TN 37203
615-255-8400

Courtyard by Marriott Downtown (7 blocks)
170 4th Ave. N.
Nashville, TN 37219
615-256-0900

Homewood Suites Nashville Downtown (4 blocks)
706 Church St.
Nashville, TN 37203
615-742-5550

Hampton Inn (7 blocks)
310 4th Ave S.
Nashville, TN 37201
615-277-5000

Hermitage Hotel (6 blocks)
231 6th Ave N.
Nashville, TN 37219
615-244-3121

Best Western Music Row (8 blocks)
1407 Division St.
Nashville, TN 37203
615-242-1631

Best Western Downtown Convention Center (6 blocks)
711 Union St.
Nashville, TN 37201
615-242-4311

Doubletree (8 blocks)
315 4th Ave N.
Nashville, TN 37219
615-244-8200