

thenetworkkone 2020 agency membership offer (USD/GBP/Euro)

thenetworkkone offer to your independent agency group:

We provide the major advantages of belonging to an international agency network, at a price every agency can afford: just \$3,350USD or £2,650GBP or €2,950 Euro per year. Our offer has now evolved and been enhanced, with the addition of new digital and online services, replacing the 'live' events which are currently impossible. It includes everything we offered before, with the exception of face-to-face meetings and events.

Benefits to your agency:

In effect: a custom-built international network, available "on demand."

- in new business pitches and with existing clients:
 - o an insurance policy:
 - don't lose pitches, because you can't offer clients a network
 - don't lose clients, because you can't help them in other countries
 - o a pro-active opportunity:
 - expand your services and develop new income streams, through managing international assignments
 - target new business prospects, who only consider international agencies

Services we continue to provide, for this annual fee:

- 1) An internationally recognised accreditation guarantee by thenetworkkone, of the quality and professionalism of your agency. We only accredit agencies we know personally.
- 2) A 'credentials pack' including logos, PowerPoint templates, presentation materials and documents, for you to include in your credentials as and when you wish.
- 3) A guide to winning international pitches and handling international accounts, based on many years of our experience.
- 4) Inclusion of all relevant information you supply, in the database of agencies we use to develop new business opportunities.
- 5) Introductions on request, to appropriate and well-qualified partner agencies in 109 countries, serving all developed markets worldwide.
- 6) Introductions also to world-leading independent specialist companies in related fields e.g. web and e-commerce services, marketing technology, media management, packaging, econometrics, mergers and acquisitions, etc.
- 7) Where appropriate, a 'custom built network' of appropriate, conflict-free partner agencies for specific client opportunities; with profiles of each agency.
- 8) Online global account and project management services, provided in partnership with a leading global specialist in this field; plus 'preferred partner' recommendations for services in digital asset management, rights negotiation, legal and tax services

New services we have introduced, in response to Covid-19 and the "new normal" which will follow it:

- 9) A program of free online content via opt-in emails and our website, some exclusive to members:
 - a. Our free “Wednesday webinars” at least 20 per year, on topics designed to enable independent agencies to keep up with new trends and developments which are shaping our industry
 - b. Regular thought leadership articles, from world leading experts on a major aspect of our business: PR, media, creativity, technology and the digital world – including our celebrated “Cannes Review”
 - c. A monthly digest of news, trends and developments in the marcoms sector, of special relevance to independent agency leaders
 - d. A monthly newsletter / forum with inspirational ideas and initiatives from independent agencies around the world
- 10) A new program provided at affordable cost, of online consulting and C-level coaching for senior agency leaders.
- 11) A monthly update on how health, well-being, safety and travel issues are impacting independent agencies, their clients and the business world generally
- 12) Opportunity to help design, participate in and receive, an annual survey of independent agency leaders from around the world – examining how agencies are responding to challenges and opportunities which many other independent agencies also face.
- 13) Advance booking opportunities and special members-only discounts for our flagship annual conference, “The Indie Summit”, the Indie Awards and the Indie Forum. While these cannot be held live and in-person, we will hold virtual or hybrid versions designed to provide a comparable level of learning and networking experiences.

When health, safety and travel restrictions allow, we will also re-instate our traditional live events program:

- 14) Networking opportunities via the above workshops and also through thenetworkone sponsored events at Cannes, The Global PR Summit, SxSW and other conferences and festivals.
- 15) An exchange program, where agencies exchange a creative team or an account / planning combo for a short period, with a thenetworkone agency in another country. A terrific mind-broadening and motivational experience, for all concerned.

Meanwhile, we offer the same level of service as always through our remote-working agency services team:

- 16) Fast response to market information requests: if we have the information, we will share it with you; if it needs to be bought, we will tell you where, how and at what cost.
- 17) Three full time international co-ordinators, each working remotely but linked by modern technology
- 18) Senior directors on-call for more complex issues and advice.
- 19) **Guaranteed response, the same or next working day, to any request.**

New business introductions

A major part of our activity will continue to be the introduction of new business to independent agencies.

We will continue to charge for this on the same basis as before: that is, a ‘finder’s fee’ commission of 7% of fee or equivalent income from each new client. Terms and conditions are published on our website.

www.thenetworkone.com

In this way, we invest in the upfront costs, and agencies pay in proportion to the benefit received, which everyone seems to agree is fair.

The membership fee does not guarantee new business introductions, but it helps keep your agency in our mind!

Members agree to thenetworkone's standard terms and conditions as published on our website and to respect thenetworkone's right to receive commission from new business introductions.

Membership term

Membership will be annual, running from January to December, and payable in advance. Membership will automatically renew for each subsequent year unless terminated by either side in writing before the end of the previous year. A reminder will be sent to each member agency in December to enable agencies to cancel their membership if they wish. Membership fees more than three months overdue and after three reminders, may be passed to a debt collection agency whose reasonable fees will be payable additionally, by the member.

thenetworkone people



Lizzi Gold – Information and Database Coordinator

Lizzi joined thenetworkone as our first Information and Database Coordinator in October 2018 after completing a Master's Degree in Chemistry at Bristol University, studying at Universidad de Salamanca in Spain and working with the Russell Group for a year.

With a passion for travel and being fluent in Spanish, Lizzi recently spent a year working in Queretaro, Mexico for the British Council where she taught English to engineering students and acted as an Ambassador for culture. In our increasingly data driven industry, Lizzi's analytical skills and natural curiosity make her a perfect addition to thenetworkone team!

Lizzi.gold@thenetworkone.com



Stephanie Fox – International Consultant

As thenetworkone's International Consultant, Stephanie is an expert when it comes to helping our member agencies find the right partners. She is also responsible administering thenetworkone's Inter-Agency Staff Exchange Program as well as our Facebook and Twitter accounts. Stephanie graduated in 2012 from the University of Nottingham in UK, with a degree in Art History. Following her graduation, she spent four months improving her language skills at Alliance Francaise in Paris, as well as interning with a law firm, an auction house and a PR agency. She then spent a year working for Tondo, a start-up social media platform

for the art world before joining thenetworkone in March 2015.

stephanie.fox@thenetworkone.com



Paul Squirrell – Network Director

Paul joined thenetworkone in 2006. His earlier career included several years' experience in account management with integrated advertising and promotional marketing agencies in London, as well as a spell in market research. Before joining thenetworkone, he spent three years as a Director of creativebrief, a highly innovative global business which matches agencies and freelance talent with marketing client companies, via an online marketplace. Today, Paul has overall responsibility for creating and managing relationships between all the agencies who work with thenetworkone.

paul.squirrell@thenetworkone.com



Julian Boulding – President

Julian co-founded thenetworkone in 2002. His earlier international career included fourteen years working for DMB&B (now part of Publicis) and associated companies within that Group. He was successively Global Account Director for Philips Electronics, based in The Netherlands; Regional Director for Latin America, based in Brazil; and President, International Division for New York based agency N.W. Ayer. He led thenetworkone's first international assignment, for Esselte Inc. and has continued to play an active role managing client business as well as establishing relationships with over 1,000 leading independent agencies throughout the world.

julian.boulding@thenetworkone.com

thenetworkkone: summary of terms of business with agencies

thenetworkkone works with advertising, public relations and other marketing and communications agencies in three main ways:

- 1) *we maintain a comprehensive database of independent agencies in 109 countries, which we have personally evaluated and accredited*
- 2) *we introduce new business from our own multinational clients and prospects and through referrals from other agencies*
- 3) *we provide the resources necessary for agencies without traditional networks, to pitch, win and manage international assignments, through our membership program, publications and events*

Our standards terms of business are as follows:

1) accreditation of agencies

Accreditation of any agency by thenetworkkone, implying an endorsement of the agency's quality and capabilities, will be at the discretion of thenetworkkone. If we decide to accredit an agency, we will not publicise that accreditation in the public domain without the agency's agreement.

We accredit agencies in good faith, based on our judgment and information known to us. However, we are not able to accept liability for agencies' or clients' actions or performance. thenetworkkone acts as advisor but not as principal in any contractual relationship, unless and until a contract is established otherwise.

Accredited agencies agree to supply, and that thenetworkkone may retain, information about their businesses, necessary for us to recommend them for appropriate assignments. This includes date of foundation, ownership, key contacts, principal capabilities and major clients. Agencies are encouraged to provide other relevant information about their businesses to help us assess their suitability for assignments. This information will be securely held on our database and will only be used in connection with the provision of services outlined in this document.

Note that accreditation by the networkkone is non-exclusive. We normally accredit more than one agency in each country. Accreditation does not prevent the agency from accepting business from other sources or belonging to other international organisations.

2) thenetworkkone membership:

Accredited agencies may choose to become members of thenetworkkone. Membership provides leading independent agencies in any market, with the necessary resources to compete effectively with traditional multinational agency networks.

Included in this is the agencies' right to publicise their membership of thenetworkkone and to use thenetworkkone identity and materials in their own literature and presentations, for the duration of their membership.

Members agree:

- to keep thenetworkkone informed, if they commission work from, or introduce clients to, agencies recommended by thenetworkkone
- to respect thenetworkkone's right to receive commission from agencies in other countries, who we have recommended as local partners.
- to recognise thenetworkkone's ownership of our trademark and associated materials
- only to use thenetworkkone logos and graphic materials in accordance with thenetworkkone corporate identity guidelines which are supplied to all new members.

Subject to this, thenetworkone will provide support for the member agency within reasonable limits, taking into account the cost of membership, including:

- graphic and other materials enabling the agency to present itself as an accredited member of thenetworkone
- recommendation of local partner agencies covering 109 countries, including all major markets
- support and advice in developing international strategies and creative work
- sharing of experience in sub-contracting and other aspects of managing international assignments
- co-ordination of input from key markets as required
- additional member benefits as described in the current membership application document

Members receive priority in new business introductions, where more than one agency is equally well qualified to handle an assignment.

The cost of annual membership is \$3,350USD or £2,650GBP or €2,950 Euro per calendar year (January through December). The membership fee is payable at the start of each year and is non-refundable.

There is no separate joining fee, but agencies must pay a full year's subscription on joining. If members join after the first quarter, their following year's fee will still be payable in January, but will be reduced proportionally: so agencies joining in April-June will pay 75%, July-September 50%, October-December 25% of the regular rate in the following year.

Annual membership will be renewed automatically unless cancelled in writing by either party before the start of the year. thenetworkone will send a reminder of this in mid-December.

Membership may be terminated by either party at three months notice, in the event of a change of ownership or control. Membership may be terminated immediately in case of gross misconduct or bringing the name of the other party into disrepute. Fees already paid will not be refunded.

At the discretion of thenetworkone, membership services may be withheld until payment is received, if fees remain unpaid for more than three months and after two reminders. If fees still remain unpaid at the end of a calendar year, membership for the following year will be cancelled automatically.

If a membership is cancelled and the agency subsequently applies to re-join, an additional re-joining fee of GBP 700, or the equivalent in Euros or US Dollars.

3) introduction of new business

We recommend members and other accredited agencies to our clients, on the basis of our judgment as to the agency's suitability for the assignment. We never commit the agency to accepting any assignment without the agency's clear agreement in advance.

In the event of accepting business from a new client introduced by thenetworkone, the agency agrees:

- to inform thenetworkone when a contract is made with an introduced client, or (if no formal contract is made), when income is first received from the client
- to pay to thenetworkone a commission of 7% of the agency's fee, commission or equivalent income from the client(s) we introduce, for a period of one year from the date of the agency's first invoice to the client in question. This commission period may be extended at the agency's request, if the agency wishes thenetworkone to provide continuing active support to the agency in servicing the client's business.
- to report income quarterly by means of a simple form, supplied by thenetworkone.
- to inform thenetworkone with a minimum of three months notice (and always before informing the client) if the agency wishes to resign a client's business after starting to work for that client.

All information regarding any new business opportunity is provided on the strict understanding that it will be kept confidential, unless the information is already in the public domain.

All introductions are made on the understanding that if accepted, the agency will respect and adhere to all local laws and international standards of financial transparency, as well as any contractual terms made known in advance by thenetworkone or the client.

Changes to these terms and conditions

Any changes to these terms and conditions will be individually advised to all members. The currently applicable terms of business will at all times be posted on our website, www.thenetworkone.com.

For further information please contact Julian Boulding or Paul Squirrell, Directors of thenetworkone:

Tel: +44 20 7240 7117

Email : julian.boulding@thenetworkone.com
paul.squirrell@thenetworkone.com

All contractual and other business relationships entered into by thenetworkone are governed by the laws of England, unless agreed otherwise in writing.

« thenetworkone » means Thenetworkone Management Limited, whose registered address is 3rd Floor 48 Beak Street, Soho, London, W1F 9RL, United Kingdom.

confirmation

We would like to take up thenetworkone Independent Agency Membership Offer for 2020. We have read and agreed thenetworkone's terms of business with agencies. Please invoice us now for the cost of \$3,350USD or £2,650GBP or €2,950 Euro (plus tax if applicable).

Company _____

Address _____

Telephone _____

Name of contact _____

Our purchase order number (if applicable) _____

Your VAT or equivalent tax no. (EU countries only) _____

Signed _____

Position _____

Date _____

Please scan and send by email to lizzi.gold@thenetworkone.com

Membership runs from January to December and is automatically renewed on 1st January each year, unless cancelled by the member agency in writing before the end of the calendar year. Reminders are sent to all members in December. Agencies who join part way through a calendar year, pay a full annual fee on joining; and a proportionally reduced fee, invoiced in January, for the following year.

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www.thenetworkone.com