



thenetworkone Leadership Seminars: Increasing the value of your agency



### **Seminar 5: How a Buyer Judges what your Agency is Worth**

With Tony Walford, Green Square, UK

For agency owners & CEOs  
Thursday 29<sup>th</sup> April, 14:00 UK

#### **Seminar Content**

We will be looking at the factors acquirers look for when determining what constitutes a quality agency and thus its valuation - Proposition, Market Positioning, Clients, Team, Financials, Stability and Growth Strategy. We will also be discussing agency lifecycles and establishing the optimum time to sell. This seminar will give a detailed outline of how to get your agency into best shape for realising maximum value.

#### **About Tony**

Having started his career at Corporate Finance at Midland Bank / HSBC, and following a spell as UK CFO of the US IT company Unisys, Tony moved to a listed Marketing Services group where he undertook a 3i backed MBO of two heritage agencies to form Corporate Edge. He augmented the business via organic and acquisitive growth to create one of the UK's largest independent branding and communications agencies, before realising an 11x return to shareholders on selling the agency in 2007.

Green Square was founded in 2008 and is an award winning M&A and corporate advisory practice focused on the marketing communications, media and martech sectors. Its USP is that, in addition to their professional qualifications, its team have all built and sold their own agencies and thus know first-hand what works and what doesn't, together with the emotions involved in selling your business. Green Square has a solid track record of advising on best practice and realising significant value globally for its clients across the entire marketing communications sphere and we are proud to carry the best testimonials in the industry through our total dedication to its clients.