

# thenetworkone 2021 membership offer

## thenetworkone offer to your agency:

We provide the major advantages of belonging to an international agency network, at a price every agency can afford: just £2,650 GBP or €2,950 EUR or \$3,500 USD per year.

## Benefits to your agency:

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

- in new business pitches and with existing clients:
  - 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
  - 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 provide, for this annual fee:

- 1) An internationally recognised accreditation guarantee by thenetworkone, 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 115 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) Three dedicated consultants / co-ordinators, based in London.
- 9) Two Senior directors on-call for more complex issues and advice.
- 10) Regular newsletters by email on topics of major interest to agencies and advertisers.
- 11) Priority over non-member agencies, in new business introductions where capabilities are equal
- 12) **Guaranteed response, the same or next working day, to any request.**

### **Additional services in 2021**

*Since the pandemic began in early 2020, we have added new learning and networking services, to take advantage of an increasingly digitised and online business environment. This means that every agency and agency office can benefit, no matter where you are located. These include:*

- 13) “Wednesday Webinars” throughout the year, with learning and development topics and networking opportunities for both senior management , new young talent and specialists at all levels.
- 14) A world class online training and consultancy service with customised program for member agencies and their clients, with topics including management and finance, creativity, business development and more.
- 15) Half-yearly “Town Hall” meetings, including opportunities for agency leaders to network online and discuss new and improved services.
- 16) One free entry for each member agency to the annual Indie Awards, plus a free invitation to the online presentation ceremony.
- 17) Advance booking opportunities and special members-only discounts for our flagship online events, including the world’s leading independent agencies conference, “The Indie Summit”.
- 18) Virtual networking and speaking opportunities through thenetworkone sponsored events at Cannes, PRovoke Global, ICCO Global Summit and other conferences and festivals.
- 19) A digital 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.
- 20) Access to international specialists in film production, translation, localisation international account management, legal and financial services/.
- 21) Discounts and special rates negotiated with World Class information resources and 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.
- 22) Opportunity to join dedicated interest groups of independent agency leaders in specific areas (IE sustainability, automotive etc.)

All the events are “live” and optimised for digital delivery. When the Covid-19 situation allows, we will also re-introduce in-person and hybrid networking and conferencing events.

### **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, for one year from the date of your first invoice to the client we have introduced. Terms and conditions are published on our website, [www.thenetworkone.com](http://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, to receive business communications from thenetworkone and to respect thenetworkone's right to receive commission from new business introductions.

### **Membership term**

Membership will be annual, running from January 1st to December 31st, and is 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



### **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](mailto:stephanie.fox@thenetworkone.com)

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### **Paul Squirrell – 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](mailto:paul.squirrell@thenetworkone.com)

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### **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

is a Director, Fellow and Treasurer of the Marketing Society, a Liveryman Elect of the Worshipful Company of Marketors and a Freeman of the City of London.

[julian.boulding@thenetworkone.com](mailto:julian.boulding@thenetworkone.com)

# thenetworkone: summary of terms of business with agencies

*thenetworkone 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 115 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 thenetworkone, implying an endorsement of the agency's quality and capabilities, will be at the discretion of thenetworkone. 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. thenetworkone 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 thenetworkone 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 thenetworkone 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) thenetworkone membership:**

Accredited agencies may choose to become members of thenetworkone. 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 thenetworkone and to use thenetworkone identity and materials in their own literature and presentations, for the duration of their membership.

Members agree:

- to keep thenetworkone informed, if they commission work from, or introduce clients to, agencies recommended by thenetworkone
- to respect thenetworkone's right to receive commission from agencies in other countries, who we have recommended as local partners.
- to recognise thenetworkone's ownership of our trademark and associated materials
- only to use thenetworkone logos and graphic materials in accordance with thenetworkone 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 115 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 £2,650 GBP or €2,950 EUR or \$3,500 USD per calendar year (January 1st through December 31st). 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, will be due.

### **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](http://www.thenetworkone.com).

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

Email : [julian.boulding@thenetworkone.com](mailto:julian.boulding@thenetworkone.com)  
[paul.squirrell@thenetworkone.com](mailto:paul.squirrell@thenetworkone.com)

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*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 Online Limited, whose registered address is 3<sup>rd</sup> Floor 48 Beak Street, Soho, London, W1F 9RL, United Kingdom.*

## confirmation

We would like to take up thenetworkone Membership Offer for 2021. We have read and agreed thenetworkone's terms of business with agencies. Please invoice us now for the cost of £2,650 GBP or €2,950 EUR or \$3,500 USD (plus tax if applicable) or, pay online by credit card (Mastercard or Visa) at: <https://thenetworkone.com/product/annual-membership/>

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 [stephanie.fox@thenetworkone.com](mailto:stephanie.fox@thenetworkone.com)

*Membership runs from January to December and is automatically renewed on 1<sup>st</sup> 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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Soho, London, W1F 9RL, U.K.  
+44 20 7240 7117  
[www.thenetworkone.com](http://www.thenetworkone.com)*

*Digital and remote working services to agencies are provided by Thenetworkone Online Ltd, who from 1<sup>st</sup> January 2021 will be principals in contracts with agencies. Thenetworkone Management Ltd will act as agent in collecting revenue for the Thenetworkone Online Ltd and provide logistical services, including data management and collection. For our data and privacy policies, see our website [www.thenetworkone.com](http://www.thenetworkone.com).*