

Thursday, September 24, 2009

Royal Canadian Military Institute
426 University Avenue
Toronto, Ontario

CREATIVE SUMMIT

where business and creativity meet

Dress code: business casual



Presentations

Innovate or Die: The importance of creativity in a creative business

Geoffrey Roche, Lowe Roche



"While our business is all about being creative, often we don't carry it through to day to day business and marketing strategies." Forcing yourself and your team to think in a "never say never" way can lead to long-term success. Join Geoffrey for this "no holds barred" discussion on the company's wins and losses in, what Geoffrey believes, is a very exciting time. Founder and Chief Creative Officer of Lowe Roche Advertising Limited, Geoffrey B. Roche is a legend in the world of Canadian advertising. His agency has been named Agency of the Year six times, Agency of the Decade, and Ad Age's International Agency of the Year. Just to keep busy he co-founded Dogbook and Catbook with his son Alexandre.

Effective Proposal Strategies

Emily Ruth Cohen, Business Consultant



Review best practices for writing winning proposals and creating smart pricing strategies that help you get paid what you're worth. Learn how to effectively communicate your services, qualifications, voice and vision. Emily teaches the steps to pre-qualify clients, define objectives,

communicate project parameters and customize your proposals. Understand ways to communicate information and pricing structures that clients will respect and respond to. Emily Ruth Cohen has consulted with design firms and in-house corporate creative departments for over 20 years. She has provided confidential, best practice insights and advice on staff, client, and process-management strategies, conducted client surveys and consulted on writing effective creative briefs and RFPs. Emily has taught classes and seminars for leading design schools and organizations, including AIGA, AMA and HOW.

Improving Growth and Profitability

Dan Natale, CA and Eli Gembom, CA Segal LLP



How do I grow a business and make it profitable? Which services generate the most profit? Am I getting the right information to manage the business? How do I finance growth? What are important tax issues I should be aware of? What drives the value of the business? Learn the answers to these questions as they apply to your creative business. Segal's team offers accounting, tax advice and business consulting. Dan Natale,

CA, is actively involved in the areas of financial and taxation advisory services to businesses in various service industries including information technology, advertising and professional service organizations. Eli Gembom, CA, provides financial advisory services such as preparing business plans, financial forecasts and budgets and assists with restructuring and improving profitability.

Contracts: Reading the signs and avoiding the potholes

Ian Wick, Keyser Mason Ball LLP



A contract detailing all aspects of a project is essential for avoiding disputes or misunderstandings that arise between designer and client. Ian identifies the key issues all contracts should address including payment, performance and liability, and the common areas of exposure that you need to recognize at the outset. He also discusses strategies to avoid or minimize common problems that arise during contract negotiations. Ian Wick leads the Business Services Department at Keyser Mason Ball LLP and has extensive experience helping clients balance the tension between generating new business and minimizing risk. Ian focuses on assisting with the buying and selling businesses; the creation and structuring of businesses, particularly with shareholder, partnership and other forms of agreements; and negotiating and drafting contracts.

Protecting & Profiting from your Creativity

Ashlee Froese, Keyser Mason Ball LLP



Just because you created the work does not guarantee that you own it and you have the right to profit from it. Ashlee covers all you need to know about copyright and trade mark ownership in plain English that all non-lawyers can understand. Learn the in's and out's of your intellectual property and how to speak to your clients about it. Ashlee Froese leads the Trade marks, Copyright and Brand Protection practice at Keyser Mason Ball LLP and has extensive experience in trade mark, copyright, domain name, licensing, marketing, advertising, packaging and labelling law. Ashlee assists emerging companies to plan, manage and protect their trade mark assets and branding strategies. Ashlee is an associate member and committee member of the Intellectual Property Institute of Canada. She serves on the executive of the Toronto Intellectual Property Group.

Challenges for Employers in the Creative Industry

Ruben Goulart, Keyser Mason Ball LLP



A creative business' people are among its most valuable resources so understanding the legal aspects of managing your team is vital. How does a "freelancer" become an employee? When should an employee or contractor sign an agreement? What should an agreement contain? What are the issues to consider when terminating employees or contractors? Ruben focuses on these key questions with practical, hands-on strategies. Ruben Goulart, the Managing Partner of Keyser Mason Ball, LLP, is a senior practitioner with particular expertise in the areas of management labour relations and human resources/workplace law. His clients are large and mid-sized companies, including several companies and individuals in the creative industry. An increasingly requested aspect of Ruben's practice is education, coaching and training for senior management.

Your Retirement: Make it secure

Drew Pallett, RBC Dominion Securities, Inc.



Planning for a successful retirement is a complicated, yet achievable goal. The first step is to define your personal and financial retirement goals. Then, design wealth accumulation and risk management strategies and outline your personal financial plan. Finally, you draw up and execute an action plan for success. Drew outlines this process to assist you to turn your retirement goals into reality. Drew Pallett coaches individuals in a full-spectrum financial planning process. He is a Certified Financial Planner, Investment Advisor and Portfolio Manager with RBC Dominion Securities, the foremost private wealth management firm in Canada. Drew completed his undergrad in economics at Harvard, then attended University of Toronto Law School. He practised law for 16 years, before becoming an Investment Advisor in 1997.

SCHEDULE

8:30 am: Registration and complimentary continental breakfast

9:00 – 10:00 am

Effective Proposal Strategies, Emily Ruth Cohen

10:00 – 10:45 am

Contracts: Reading the Signs and Avoiding the Potholes

Ian Wick, Keyser Mason Ball LLP

11:00 – 11:45 am

Your Retirement – Make it Secure and Fulfilling

Drew Pallett, RBC Dominion Securities, Inc.

11:45 am – 12:45 pm

Complimentary lunch provided for all registrants

12:45 – 1:30 pm

Protecting and Profiting from your Creativity

Ashlee Froese, Keyser Mason Ball LLP

1:30 – 2:15 pm

Improving growth and profitability

Dan Natale, CA and Eli Gembom, CA, Segal LLP

2:30 – 3:15 pm

Challenges for Employers in the Creative Industry

Ruben Goulart, Keyser Mason Ball LLP

3:15 – 4:00 pm

Innovate or Die: The Importance of Creativity in a Creative Business

Geoffrey Roche, Lowe Roche Advertising Limited

PRICING AND REGISTRATION

MEMBER* (\$100)

NON-MEMBER (\$135)

PROV. MEMBER (\$60)

STUDENT (\$25)

GROUP** (\$120)

Register online on a secure server at www.rgdontario.com/pd/

* Includes Members of RGD, ACIDO, ARIDO, CAPIC, DX, GDC, IABC + SDGQ.

** A group member is one person from a group of three or more who are attending from the same company.

If you are a Non-Member, Member, or Provisional Member coming from out-of-town (100 KM or more from the event site), a discount may be granted.

Call 416 367 8819 x 24 or email events@rgdontario.com for details.

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