



## THE AMBER GROUP

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Specialised training, coaching  
and HR support for the PR and  
creative services industries.

**GUIDE TO SERVICES**



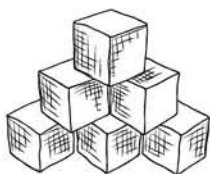
## WHY CHOOSE AMBER?



We help your people develop the skills and mindset to achieve great results, personal growth and business success through tailored **training, coaching** and **HR support**.



Our sessions address the people and business challenges faced by agencies today, delivered by trainers with **experience** of leading or working in **media and creative services**.



**Practical and interactive training**, based on real-life scenarios, gives participants the skills and confidence to apply learning back in the workplace.



Our sessions are designed around your specific needs and delivered in a format **best-suited to your people and their availability**.



## HOW TO BUY

As no two businesses are the same, Amber training comes in a variety of formats to suit individual development requirements, group size and team availability.



### BITE-SIZED MODULES

- perfect for time-starved teams
- two-hour, bite-sized sessions that focus on a specific aspect of a wider subject area

Choose from a single bite-sized session or, for a broader understanding of the subject, select a range of two-hour modules to run over an agreed period: See example.

### EXAMPLE:

#### PEOPLE MANAGEMENT ESSENTIALS

3 x two-hour sessions, run one month apart:

##### Session 1:

- understanding personal management style
- adapting your style to others
- motivating individuals and teams

##### Session 2:

- empowering delegation
- delivering corrective feedback
- handling difficult conversations

##### Session 3:

- how to run an appraisal
- identifying development needs
- setting objectives

The above is an example only. Dates and times between sessions are flexible.



### HALF-DAY WORKSHOPS

- three and a half hours' duration
- practical and interactive sessions involving group discussion, case studies and individual exercises
- emphasis on problem-solving via the application of tools, tips and techniques
- participants are challenged to put learning into action by tackling scenarios based on real-life workplace challenges



### CLINICS

- 1-2 hours' duration
- ideal for individuals or small groups of up to six people who already have some experience, but require guidance to solve a specific challenge

The challenge may be account-related, agency-wide or specific to the individual.



### ONE-TO-ONE

- a tailored coaching programme, typically consisting of three or more sessions
- designed to help an individual improve their performance or achieve a specific goal

*For more information, please refer to our High-Performance Coaching section on page 19*

As learning is most effective when immediately put into action, participants are given short take-away tasks to complete between sessions.

For further information, or to book a training course, please contact Richard Baines on 07768 145572 or at [richard@ambergroup.net](mailto:richard@ambergroup.net)

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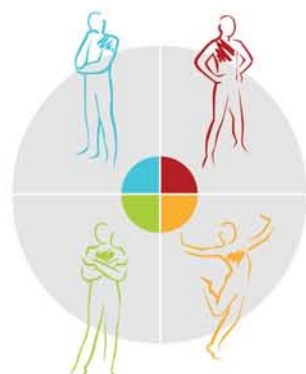
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## AMBER TRAINERS

# WINNING AND GROWING ACCOUNTS

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In a competitive market, businesses that don't grow, lose ground. The ability to highlight your agency's unique qualities, demonstrate credibility and build high-level relationships are crucial to that growth. We offer a range of tailored courses, designed to improve your new business win rate and help you achieve greater rates of organic growth.

## COURSE FORMAT...



Clinic sessions



Bite-sized sessions



Half-day sessions



One-to-one



## PITCHING TO WIN



Intended to help your agency win new, better and more profitable business, this session develops participants' ability to:

- plan and execute a lead generation programme that turns suspects (opportunities) into prospects (genuine leads)
- develop and present your proposition with impact
- successfully follow up and negotiate the best deal

### Areas covered:

This session is designed to be agency-specific. It takes into account existing business generation methods and how these might be improved for increased success.

*Suitable for: agency leaders, senior and mid-level consultants*

## CONSULTATIVE SELLING



This workshop empowers participants to create and convert new opportunities from within their existing portfolio through a better understanding of:

- how to create selling opportunities and apply the right techniques to close the deal
- understanding the client decision-making unit (DMU): what's important to different buyers
- selecting the right sales approach for your buyer(s)

Areas covered:

Case studies and role play exercises are used to develop skills and confidence, while participants develop a personal sales plan for their client portfolios.

*Suitable for: senior and mid-level consultants*

## USING DIGITAL AND SOCIAL MEDIA TO WIN PITCHES



Learn how to add weight to your pitches by making the most of the wealth of online tools available. Participants leave this session with the ability to:

- demonstrate thorough insight and understanding of the prospect/client
- improve audience profiling
- deliver better-targeted campaign advice

*Suitable for: consultants at all levels*

## PROPOSALS THAT HELP YOU SELL



A crucial part of your sales toolkit, this session teaches how to:

- create compelling proposals that clients want to buy
- talk about the value your business delivers; not just the process
- use storytelling to secure client understanding and buy-in

Areas covered:

Understanding the challenge, the reasons proposals fail, a six-step process to proposal success, turning proposals into compelling stories and securing client buy-in.

*Suitable for: senior and mid-level consultants*

"Amber has been our training partner for four years now and the team has helped us to devise and deliver one of the most comprehensive training programmes in the industry (we know this because our people tell us so). Together, we work to keep the training programme fresh and continually updated so our team stay ahead of the curve in learning and applying the evolving skills necessary for today's communications professional."

Christine Jewell, Managing Director UK,  
3Monkeys Zeno



# ESSENTIALS FOR THE OUTSTANDING CONSULTANT

Great consultants help others achieve their goals. The ability to listen before speaking, to provide insight and to add value are important ingredients in building a client's trust and ensuring the longevity of a relationship. The courses in this section are designed to help your people develop those skills and achieve higher rates of client advocacy and retention.

## COURSE FORMAT...



Clinic sessions



Bite-sized sessions



Half-day sessions



One-to-one



## ACCOUNT PROFITABILITY AND COMMERCIAL SKILLS



This session enables participants to:

- identify and manage the key drivers of agency profitability
- successfully negotiate with clients to achieve win-win solutions
- manage an account portfolio against three imperatives: profitability, retention and growth

### Areas covered:

Participants learn how to lay the foundations for effective commercial account management, understand the six primary triggers of profitability, develop effective pricing strategies, negotiate at the three key commercial touchpoints (before, during and after the work), manage service levels, identify when to charge mark-up and how to justify it, drive profits through organic growth and set their own profitability plan.

*Suitable for: senior and mid-level consultants*



## ACCOUNT EXECUTIVE MINDSET



Getting to grips with the pace and demands of the agency world can be a daunting experience. This session builds a greater understanding of the expectations of an account executive from the perspective of three important stakeholders: client, team and agency; how to navigate diverse requirements and deliver against expectations.

### Areas covered:

Participants identify and evaluate themselves against core account executive behaviours and develop a personal action plan to help them develop and succeed in the role.

*Suitable for: entry-level and junior consultants*

"Thank you for the Account Manager Mindset training you recently ran. The team has literally been beaming ever since. They are inspired, excited and totally switched on. It's as if you have shown them how great they are and can be. The confidence, initiative and passion they are now bringing to their roles is rippling through the business."

Richard Cook,  
Managing Director, Champion Communications

## ACCOUNT MANAGER MINDSET



Designed to inspire the change from responsive "doer" to a proactive team and client manager who makes a positive difference to the agency, this session teaches participants to:

- become a valued account manager through effective planning and delivery
- establish themselves as the go-to account person for clients and team members
- manage all aspects of the account including budgets, resourcing and client relationships

### Areas covered:

How to build, motivate and manage the team, how to manage upwards as well as downwards, how to build effective relationships with clients (including the main two or three 'buyers' within each client), how to sell back, sell up and cross-sell additional projects, how to network and support new business success.

*Suitable for: junior consultants and those new to account management*

## ACCOUNT DIRECTOR MINDSET



Facilitating the migration from pure management to early leadership, this session stimulates the shift in thinking that enables participants to:

- fully appreciate business priorities and the expectations of three key stakeholders: client, team and agency
- transition from delivering outputs to achieving broader outcomes for both client and agency
- build gravitas and establish themselves as trusted strategic advisors

### Areas covered:

Building knowledge and insight, providing strategic direction, focusing on value, being a trusted advisor, leveraging connections, team leadership, commercial portfolio management and being an agency ambassador.

*Suitable for: mid-level consultants and those new to directing accounts*

## BUILDING SUCCESSFUL CLIENT RELATIONSHIPS



Participants in this session learn the behaviours required to make them great relationship managers along with the skills to become trusted advisors and confidantes.

Areas covered:

- the world through the eyes of a client: what they really want
- investing in the relationship: fundamentals for communication, establishing rapport and developing trust
- the art of powerful listening and asking the right questions
- building the partnership: ways to engender a more collaborative relationship
- having difficult conversations: how to maintain trust and rapport when things aren't going so well
- making it happen: participants develop strategies for improving relationships with key client contacts

*Suitable for: junior and mid-level consultants*

## NEGOTIATION SKILLS



Learn how to achieve the elusive win-win outcome when negotiating with clients. Through a combination of insight, tools and techniques in a practical workshop format, participants address live client scenarios and put learning into practice through role-play scenarios.

Areas covered:

- the importance of mindset when negotiating
- common barriers to negotiation and how to address them
- what makes a good negotiator?
- understanding your negotiation strengths and potential weaknesses
- understanding the needs and emotions of the other party
- common client negotiation touchpoints – before, during and after the work
- how to prepare effectively
- negotiation techniques and when to use them
- addressing your specific negotiation challenges
- putting theory into practice through role-play

*Suitable for: senior and mid-level consultants*

## CRISIS COMMUNICATIONS FOR PR PEOPLE



This session is designed to help PR people understand the dynamics of a crisis and advise clients on how best to handle one. While it's difficult to anticipate a crisis, knowing what to do before, during and after can heavily influence the impact. Participants learn to:

- evaluate the risks a client faces
- prepare a crisis response plan
- advise a client on a brand protection crisis strategy

Areas covered:

The definition of a crisis, the crisis preparation checklist, the principles of crisis communications, your crisis to manage – a practical exercise.

*Suitable for: senior and mid-level consultants*

## HOW TO BE AN INSIGHTFUL CONSULTANT



The pressure on agencies to constantly communicate is leaving less time for thinking, making "Eureka!" moments that crack the brief and win the pitch harder to come by. In this workshop, participants learn how to:

- think insightfully, using a four-step process
- apply that insight to create compelling and effective communication campaigns for clients

Areas covered:

The power of insight and how it happens, four steps to gaining insight, putting theory into practice, applying the learning to your clients.

*Suitable for: consultants at all levels*



"The coaching, training and wider agency services delivered by Amber are first rate. Their agency insight and experience, coupled with their practical delivery style provides high value and lasting impact."

Lara Leventhal,  
Managing Director, Visible PR

## NARRATIVE BY NUMBERS



The Big Data revolution means that more data is available than ever before. Making sense of that data and using the insights extracted to persuade others to take action, is a core skill communicators need in order to thrive.

For businesses in the 21st century, the equation underpinning impact is this:

analytics + storytelling = influence

Areas covered:

This workshop teaches some simple and effective rules to help participants use data to tell more compelling, evidence-based stories, whatever their audience.

*Suitable for: consultants at all levels*

## DEVELOPING EFFECTIVE COMMUNICATIONS STRATEGIES



The convergence of traditional channels of communication has sparked an evolution in the way brands communicate with their customers. Knowing how to land the right message, in the right way, can be a complex dilemma. This session teaches participants to:

- interrogate a brief
- solve any communications challenge using a strategic thought process
- sell the strategy to clients

Areas covered:

The key questions to ask, the difference between objective, strategy and tactics; articulating strategy, developing key messages, choosing tactics to achieve your goals, how to evaluate results.

*Suitable for: mid-level consultants*

## EFFECTIVE FACILITATION



In this session, participants learn how to steer a meeting or call toward a successful conclusion by harnessing a range of skills from problem-solving and decision-making to team management and communication.

Areas covered:

The facilitator's role, setting clear objectives, techniques to secure participation, meeting and conference call best practice.

*Suitable for: consultants at all levels*

## WORKING WITH THE MEDIA



Getting your story heard by the right audiences means engaging with the right influencers. In this session, participants acquire the skills to:

- build a story that your chosen media will care about
- pitch stories that get a result
- secure a win-win for clients and media

Areas covered:

Understanding the media landscape, effective media targeting, pitching stories through role-plays, media etiquette, how to nurture relationships and react to topical issues.

*Suitable for: consultants at all levels*



# CONTENT THAT HITS THE SPOT

There's so much noise in the world today. Consumers and businesses are inundated daily with messages from diverse media. For the recipients, it's hard to know which they should pay attention to. For brands, knowing how to make themselves heard above the rest is equally difficult.

People respond best to the things that are relevant to them and with which they can make a personal connection. The courses in this section are designed to help consultants reach the right people, with the right message at the right time to make that connection.

## COURSE FORMAT...



Clinic sessions



Bite-sized sessions



Half-day sessions



One-to-one



## CONTENT CREATION AND ITS ROLE IN PR



The volume of content created today makes it increasingly difficult for brands to get their messages heard. Success means putting great stores into the right hands. This session teaches participants to:

- drive content to the right audiences, in the right way
- understand what makes compelling content and how to create it for clients
- increase revenue by turning content opportunities into new projects

### Areas covered:

The role of PR in content creation, an overview of content opportunities for PR agencies, how to put content at the heart of your PR strategies, the steps to become the idea generators and content creators.

*Suitable for: junior and mid-level consultants*

## PERSUASIVE WRITING



If persuasion is an art, then well-written, influential copy must feature on every PR consultant's canvas. In this session, participants learn to:

- write copy that inspires the reader to change their opinion or behaviour
- apply this understanding to any type of writing: consumer, corporate or business-to-business

Areas covered:

The definition of persuasive writing, a three-step process to persuasive writing, putting persuasive writing into action and practical exercises to drum home the discipline.

*Suitable for: junior and mid-level consultants*

## ESSENTIAL ELEMENTS OF A BRAND EXPERIENCE



Creating valuable interactions between customers and a product or service can result in a deeper emotional connection and a greater affinity with a brand. This session teaches participants to:

- make meaningful and memorable customer experiences a core feature of campaigns
- build brand responsiveness and resilience into communications strategies
- communicate brand insight to sell more projects

Areas covered:

Understanding the power of the brand, how to engineer successful interactions with the brand, how to make the brand responsive, how to make the brand resilient and how to use your brand understanding to sell more projects.

*Suitable for: consultants at all levels*

## THE ART OF BUSINESS STORYTELLING



In this practical, focused session, participants enhance their skills in corporate and brand storytelling through:

- auditing the language your business currently uses: simplicity, clarity, abstract vs concrete; facts (nouns) vs action (verbs) vs emotion (adjectives)
- the four Es of storytelling: driving Engagement through Emotion, Energy and Empathy
- why B2B and B2C are no longer relevant and have been replaced by H2H (Human-to-Human)

Areas covered:

How to tell a technical story while avoiding jargon, waffle and statistics; how to embed purpose and authenticity into your storytelling to drive impact. Real examples of brilliant and terrible corporate and brand storytelling are used to illustrate throughout.

*Suitable for: junior and mid-level consultants*

## GRAMMAR ESSENTIALS



As the foundation for communication, good grammar increases a reader's likelihood of understanding the intent and meaning of a message. This session equips participants to:

- be more confident and effective copywriters
- proof-read effectively
- advise and coach less-experienced team members

Areas covered:

Punctuation, the seven uses of the apostrophe, the comma and the semi-colon, relative pronouns, other common grammar mistakes.

*Suitable for: junior and mid-level consultants*

# GETTING THE BEST OUT OF YOUR PEOPLE

Good leaders and managers are vital to business success. Their effectiveness has a direct impact upon the agency's ability to attract, retain and engage high-performing employees. But bringing out the best in people is easier said than done. The courses in this section provide managers at all levels with the understanding, skills and tools to inspire, motivate and develop others and achieve their buy-in to your agency's vision and goals.

## COURSE FORMAT...



Clinic sessions



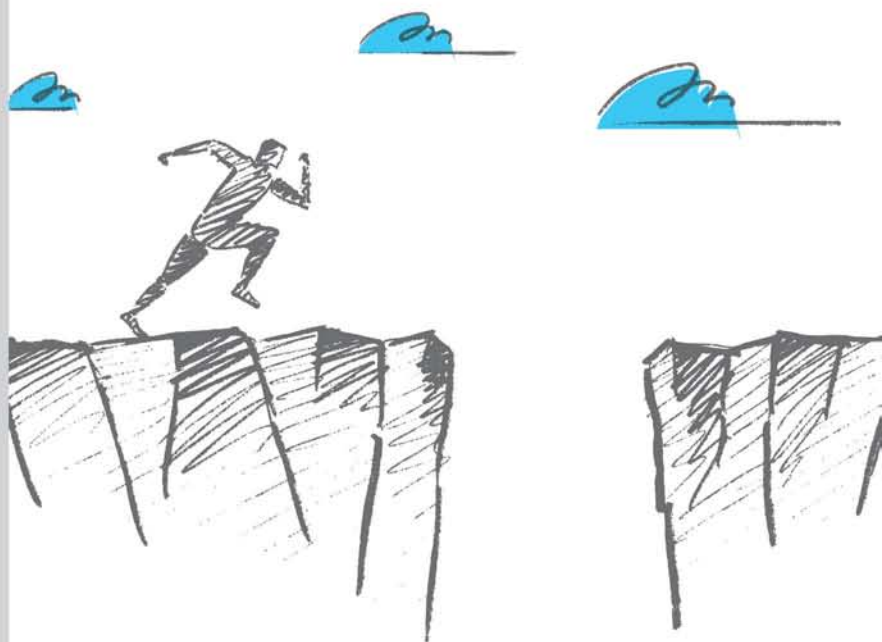
Bite-sized sessions



Half-day sessions



One-to-one



## AN INTRODUCTION TO PEOPLE MANAGEMENT



Designed for those new to management, this session develops the skills to:

- manage and motivate high-performing teams
- adapt personal management style to get the best out of others
- confidently deliver feedback to manage performance

Areas covered:

The core behaviours of a good people manager, investing time in your people, understanding and adapting your management style, delegation that empowers, how to deliver effective feedback, tips for managing upwards.

*Suitable for: mid-level consultants and anyone that is new to managing people or teams*



## LINE MANAGEMENT ESSENTIALS



This session teaches the fundamentals for career and performance management. Participants learn to:

- facilitate high levels of performance and motivation
- adopt a coaching approach to help employees develop their skills and progress their careers
- set meaningful goals that have a positive impact upon performance and results

Areas covered:

The responsibilities of a line manager, steps to running an effective appraisal, adapting your management style, delivering constructive feedback, managing a negative response and setting objectives for high performance.

*Suitable for: mid and senior-level managers with career management responsibilities*

## RUNNING CONSTRUCTIVE APPRAISALS



In this session, participants learn to:

- prepare for and run appraisals that motivate and develop employees
- deliver feedback that inspires improvement and high performance
- set meaningful targets and goals that achieve the desired outcome

Areas covered:

The session looks at the difference between performance management and performance appraisal, how to prepare for an appraisal, setting the tone of the meeting, techniques for delivering corrective feedback, handling a negative response, setting SMART objectives and identifying development needs.

*Suitable for: mid and senior-level managers that are required to run appraisals*

"We have worked with The Amber Group over the past few years and have been impressed with the quality of their service. We have been specifically impressed with their ability to get under the skin of our business to ensure that the training delivered is adapted to our unique and specific requirements and designed to meet our ambitious business objectives."

Dale Thoroughgood,  
Learning and Development Manager, ITN



## FROM FORMATION TO REALISATION: SETTING GOALS THAT GET RESULTS

This two-hour workshop develops the skills to set challenging, yet motivating performance goals that generate tangible results.

Areas covered:

The goal-setting process: more than simply agreeing an outcome and set of actions, success requires line managers to first gain buy-in and commitment to the goal and then motivate the individual to stay focused on achieving it. We examine the steps involved and the line manager's role in facilitating the end-result.

Managing the perception gap: Occasionally there is disparity between an individual's view of their achievements and the views of their manager(s). This section addresses how to handle such conversations and reach a conclusion that works for both parties.

Clearing the hurdles: You've established the goal(s), identified the required actions and gained their buy-in; but things don't always go to plan. We look at coaching methods to help the person you are managing identify barriers that could prevent them from achieving their goals and find solutions to tackle these.

The workshop involves group and individual exercises based on case studies provided by the trainer and scenarios put forward by those attending. These are designed to help you apply your learning to situations you are likely to encounter in the workplace.

*Suitable for: those with line management responsibilities*

## IMPROVING PERFORMANCE THROUGH FEEDBACK



Participants in this session acquire the skills to:

- constructively give feedback when faced with unsatisfactory behaviour or performance
- strengthen relationships with colleagues at both junior and senior levels
- gain a better understanding of self, of others and how to adapt their communication style for better results

Areas covered:

Based on the psychometric profiling tool, Insights Discovery®, the session makes participants more aware of their personal communication style and ways they can adapt it to get a better response. It introduces a coaching-based model for delivering feedback with role play exercises to put learning into practice. It also looks at bad habits that create the need to give feedback and how to eliminate them.

*Suitable for: mid and senior-level managers*

## LEADING WITH IMPACT



While there's no definitive answer to the question "What makes a great leader?", qualities such as the ability to communicate, inspire, motivate and empower others are widely regarded as fundamental to success in the role.

Participants in this session develop a greater understanding of self and the ability to recognise, understand and manage their emotions and behaviours; enabling them to inspire the best performance in others.

Areas covered:

The purpose and traits of great leaders, emotional intelligence (EQ) and its importance to leaders, developing self-awareness, self-regulation, social awareness and social skills; leadership styles: adopting the right style for the situation; techniques for enhancing personal leadership.

*Suitable for: senior team and board members*

## COACHING SKILLS WORKSHOP



The ability to coach is an essential skill in the armoury of managers and leaders and is a crucial factor in achieving optimum employee engagement and performance. Participants in this practical, half-day workshop will learn:

- the principles of coaching
- how coaching differs to mentoring
- when to use coaching in the workplace
- the ingredients required for coaching success

Areas covered:

The difference between coaching and mentoring, principles and benefits, how to engage in a coaching relationship, the G.R.O.W. coaching model, putting theory into practice, maintaining momentum to achieve desired outcomes; common challenges and questions.

*Suitable for: mid and senior-level managers*

## HOW TO HIRE THE RIGHT PEOPLE, FIRST TIME



This session is designed to take the risk out of recruitment by equipping managers with the skills to:

- shortlist good candidates based on sound selection criteria
- conduct interviews that elicit the right information for making the hiring decision
- test candidates' skills and experience before making an offer

Areas covered:

Identifying the right selection criteria, what to look for in a CV, key legislation that underpins good recruitment practice, interview questions that provide the right insight, skills testing and how to use psychometrics in recruitment.

*Suitable for: anyone involved in recruiting for their teams*



## TRAIN THE TRAINER



This half-day workshop is for those responsible for training others within their organisation. It provides them with the skills to:

- design and deliver compelling training sessions that successfully address participants' development needs
- create a training environment that builds confidence by putting learning into practice
- select the most appropriate training methods to suit their audience and subject matter

Areas covered:

Understanding your audience and identifying their learning objectives, the core elements of learning including: Kolb's learning cycle and Honey & Mumford's learning styles; methods for developing and delivering stimulating content and tips to enhance presentation style.

*Note: We recommend the half-day session is followed four weeks later with one-to-one feedback sessions, once internal trainers have had time to develop their training decks. This is an opportunity for them to present and have the deck critiqued by our trainer, before it is delivered internally.*

*Suitable for: anyone responsible for training others*

## HR FOR NON-HR MANAGERS



This workshop teaches participants the practical and strategic aspects of HR that will enable them to:

- attract, develop, motivate and retain talent
- comply with key employment legislation and develop policies to support this
- develop programmes to support recruitment, learning and development and performance management
- deal effectively with day-to-day HR enquiries and issues

*Suitable for: those with responsibility for part, or all, of the HR function in their organisation*

"The coaching, training and broader agency consultation we receive from the Amber Group is invaluable. Its understanding of The PR Office added to the professional experience of the Amber team means that each session it delivers has a meaningful and lasting impact. In addition, the one-to-one leadership coaching I undertook with the Amber Group was second to none and it has played a vital role in my career progression and development as a leader."

Laura Moss, MD,  
The PR Office





# ENHANCING PERSONAL EFFECTIVENESS

Personally-effective people make good use of their resources and are accomplished at getting the results they desire. We all have different goals, values and wishes, so people can be personally effective in many ways. Whether it's better time management, improved communication, getting your point across more effectively or honing your presentation skills, the courses in this section are designed to build confidence and the ability to achieve the things that are important to you, giving you the best return on your talents and efforts.

## COURSE FORMAT...



Clinic sessions



Bite-sized sessions



Half-day sessions



One-to-one



## TIME MANAGEMENT AND PERSONAL EFFECTIVENESS



Participants in this session learn to:

- deliver results within allocated timeframes
- confidently accommodate unexpected requests and manage expectations
- develop solutions to barriers they experience when meeting deadlines

Areas covered:

Adopting an outcomes-focused mind-set, techniques for prioritising around those outcomes, planning, dealing with the unexpected, reducing or eliminating time bandits.

Throughout the session, participants work on a personal action plan to implement back in the workplace.

*Suitable for: all levels*



## PERFORMING UNDER PRESSURE: HANDLING STRESS AND MAINTAINING RESILIENCE



Designed to increase the capacity to survive pressured situations at work and bounce back after setbacks, this session helps participants gain a better understanding of the triggers of stress and the narratives that underpin a more resilient mindset.

It includes exercises to help them separate fact from emotion, choose their behaviour in response to situations and build self-confidence.

Areas covered:

- how stress occurs: the physical and psychological signs, personal stress triggers
- distinguishing between pressures that can and cannot be controlled and how best to react
- healthy responses to stress: building awareness of your current responses, their impact, plus alternative techniques for handling stress
- your reaction to adversity: identifying your default narrative
- understanding the factors that undermine resilience and how to create narratives that build a more resilient mindset

*Suitable for: all levels*

## MAKING AN IMPACT IN A MEETING



In this workshop, participants acquire the skills to:

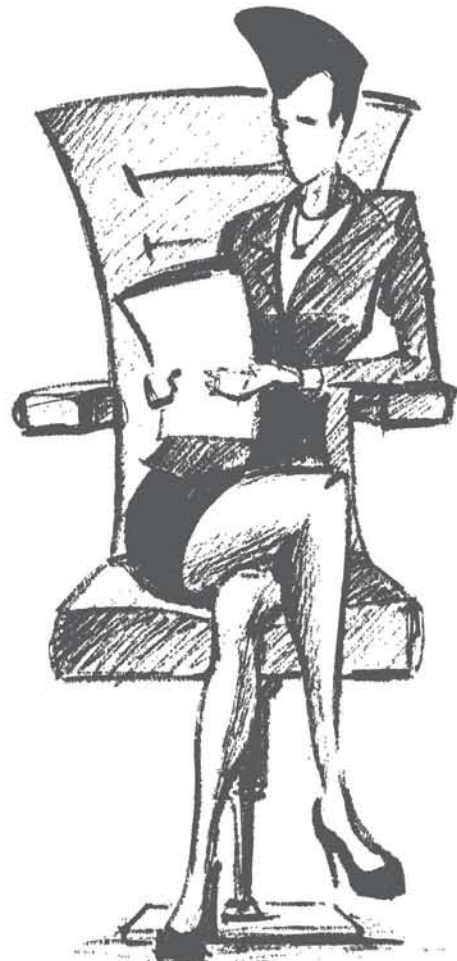
- deliver content confidently and with impact
- participate as a consultant beyond their own content
- be seen by the client as a trusted adviser

Areas covered:

Why making an impact in a meeting is important, common barriers to success and how to overcome them, how to prepare effectively and to how to follow up, adopting the mindset required to gain the trust and respect of the client, building the skills required to interact effectively in meetings.

*Note: Participants will have the opportunity to present materials, as if in a meeting, and will be critiqued through video playback. This ensures feedback and areas for development are highly personalised.*

*Suitable for: junior and mid-level consultants*







## PRESENTATION SKILLS

Aimed at achieving clear and concise message delivery, the Amber Group's presentation training helps to improve delivery style, increase the accuracy and impact of messaging and positively influence audiences.

We work with individuals and teams across the corporate and agency worlds, including clients such as Accenture, Honeywell, Thomson Reuters, WPP, Omnicom and many others, helping people to improve the delivery of their presentations.

- presentations are videoed with one-to-one critique provided by the trainer, to aid improvement
- a copy of the Amber Group's "Little Black Book of Presentation Secrets", containing useful techniques for more effective presenting, is given as a takeaway from the session
- participants receive a follow-up email, summarising their presentation strengths with advice on how to improve on presentation weaknesses

Formats:

### PRESENTATION SKILLS WORKSHOP

For 2-4 people



Participants acquire the skills to:

- present confidently and impactfully in meetings and new business pitches
- build on their own individual style to ensure authenticity
- prepare effectively and efficiently within the typical short timeframes associated with agency life

Areas covered:

Understanding and identifying with your audience, bringing your presentation to life, using visual aids to complement personal style, the importance of structure and how to implement it.

### PRESENTATION SKILLS FOLLOW-UP SESSION



Training is most effective when learning is put into practice. This optional two-hour session, held two to three weeks after the initial workshop, allows participants to deliver their presentations again, having incorporated their learnings, and receive feedback on improvements made.

## PRESENTATION COACHING

These one-to-one sessions are designed to improve confidence and personal impact in situations where a person is required to present - whether that's formally to external audiences, internally in a departmental setting or more generally as part of business meetings.

Each session is tailored to the person's development needs, typically covering areas such as:

- overcoming the fear of presenting
- how to structure a high-impact presentation
- the art of 'telling a story' and delivering key messages
- understanding and connecting with your audience
- personal style – effective use of words, tone and body language
- dealing with nerves
- managing questions and answers – the ability to think on your feet





## SKILLS FOR SUCCESSFUL NETWORKING



Establishing a comprehensive network and using it to generate personal and business value is integral to a communication consultant's success. This two-hour interactive workshop removes the mystery often associated with networking by providing participants with the skills and confidence to:

- develop and manage their own network
- get the most from networking opportunities
- establish a personal networking programme that generates optimum return from their network

Areas covered:

- why we need to network
- the dynamics of communication (words, tone and body language)
- your personal networking style
- influencing in 30 seconds
- preparing to network
- establishing the common link
- effective listening
- following up
- adding value through knowledge
- turning your network into value

*Suitable for: all levels*

"Just to let you know that your presentation training session at Milton Keynes and in Chicago scored an average of 4.84 out of 5.0 and were the highest rated sessions on both training courses. An outstanding result. Congratulations!"

Barbara Hervey, Accenture

## CRUCIAL CONVERSATIONS: HOW TO COMMUNICATE BEST WHEN IT MATTERS MOST



A crucial conversation is a discussion between two or more people where the stakes are high, opinions vary and emotions run strong. These conversations, when handled badly or ignored, lead to strained relationships and poor results.

This workshop provides the tools required to step up to your most challenging and important conversations, to handle them effectively and to achieve positive outcomes.

Areas covered include how to:

- identify the conversations that matter most
- prepare for high-impact situations/conversations
- recognise behaviours and preferences that are working against you
- gain control over personal responses and over acceptance
- speak persuasively (not abrasively) to build acceptance rather than resistance
- keep listening when others blow-up or clam-up
- turn crucial conversations into the actions and results you want

*Suitable for: all levels*

## FACILITATION SKILLS



As a facilitator, your role is to ensure meetings and discussions are positive, professional, inclusive and deliver tangible results. This session teaches the principles of good facilitation to ensure:

- action-focused outcomes are agreed and achieved from a meeting
- the constructive resolution of conflicts
- effective communication in any group situation

Participants are introduced to the concept of the facilitator as a guide, the six key roles of the facilitator and responses to challenges a facilitator will face.

Areas covered:

The difference between presenting and facilitating, framing a discussion, managing participation, remaining objective, asking and handling questions, managing content, process and keeping to time; reframing, summarising and concluding; dealing with difficult group and individual behaviours.

*Suitable for: senior managers*

# INSIGHTS DISCOVERY®

Self-awareness is key to the success of any individual. A better understanding of self can make relationships at work a vehicle, rather than a barrier to success. Insights Discovery is based on the personality profiling work of psychologist, Carl Jung. It uses colour as a powerful common language to help individuals understand their behavioural preferences, the preferences of others and how to adapt and connect for more successful interactions.

## COURSE FORMAT...



Clinic sessions



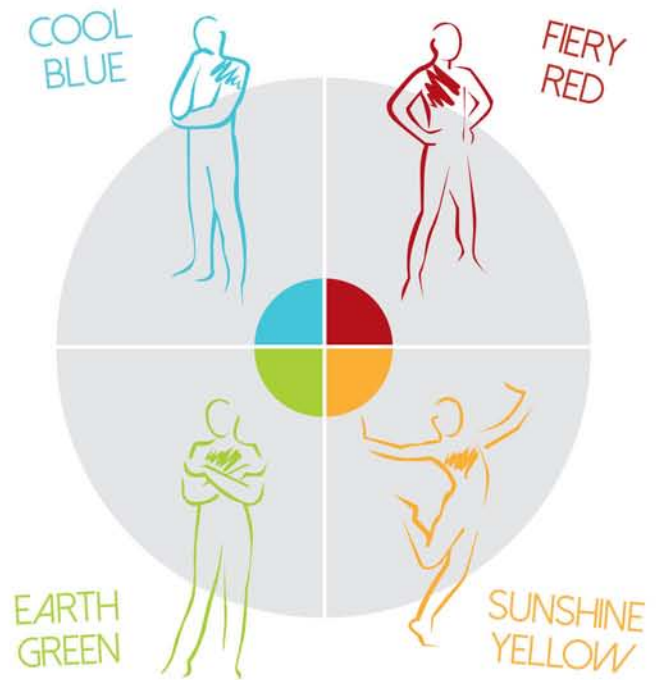
Bite-sized sessions



Half-day sessions



One-to-one



## INSIGHTS DISCOVERY FOUNDATION MODULE

Delivered by our Insights Discovery Practitioner, this workshop provides consultants with three powerful learning steps that significantly enhance personal effectiveness:

1. understanding your personal preferences, strengths, potential weaknesses and how you are seen by others
2. understanding the preferences of others
3. how to adapt and connect for more successful interactions

### Areas covered:

The workshop provides a sound understanding of the Insights Discovery principles and how they can be practically and effectively applied to a range of company or team objectives including: people management, leadership, client relationships, team-building, recruitment and selection, selling and new business.

Participants also receive a Personal Insights Discovery Profile that provides a detailed analysis of their behavioural preferences including natural strengths, potential weaknesses, communication style, possible blind spots and areas for further development.

*Suitable for: all levels*



## USING INSIGHTS DISCOVERY FOR EFFECTIVE SELLING AND ORGANIC GROWTH



Born out of the mantra that “people buy people,” this two-hour workshop builds on the Insights Discovery Foundation Module by applying the Discovery model to the consultative selling process.

Participants learn how to grow existing accounts and win new business through understanding the strengths and potential shortcomings of their own selling style, the buying preferences of others and how to adapt their approach to increase the likelihood of sales success.

Through a series of role play and application exercises, participants map their clients and identify effective selling behaviours.

*Suitable for: consultants at all levels that have previously completed the Insights Discovery Foundation Module*

## BUILDING BETTER CLIENT RELATIONSHIPS WITH INSIGHTS DISCOVERY



When it comes to building client loyalty and advocacy, it is often argued that the chemistry between client and agency team is as important as the results delivered. Building on the Insights Discovery Foundation Module this two-hour workshop looks at how to recognise and understand the behavioural preferences of clients and adapt interactions, systems and processes to achieve successful and long-standing client relations.

Using case scenarios and individual exercises, participants identify the behavioural preferences of their clients and develop strategies for effectively managing those relationships.

*Suitable for: consultants at all levels that have previously completed the Insights Discovery Foundation Module*

“The Amber Group’s Insights Discovery Training is the most enjoyed and useful training we do at Splendid. Everyone now has the tools to understand their colleagues’ motivations and are able to adjust how they work to get the best out of each other and to work through issues. Teams work best when there is a mix of skills and this gives us a simple way to check we have the right mix for every client and to make sure we’re delivering our work in a way that will appeal to the style of our clients.”

Niki Hunter Ekins,  
Splendid Communications

## GETTING THE BEST OUT OF YOUR TEAMS WITH INSIGHTS DISCOVERY



Managing, motivating and empowering teams is a key component in the success of any agency. Get it right and your teams are engaged, high performing and loyal. Get it wrong and you can be faced with high levels of employee churn, low productivity and a serious hit to the bottom line.

In this two-hour workshop, managers and leaders learn how to enhance team and business performance by applying the Discovery model to effectively engage, motivate and manage their people.

Areas covered:

- why one management style doesn’t fit all
- understanding your management style
- recognising the management preferences of others
- how to adapt your style to manage and motivate different personality types
- overcoming pitfalls, barriers and poor performance

Through case scenarios and individual exercises, participants identify strategies to better motivate and empower the people in their team.

*Suitable for: consultants with people management responsibility that have previously completed the Insights Discovery Foundation Module*



# HIGH- PERFORMANCE COACHING

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Coaching is a development tool that uses one-to-one interactions to improve performance or develop skills. Rather than acting as a teacher, the coach is a facilitator of learning. Coaching programmes usually focus on helping an individual achieve high performance at work, based on specific goals or the development of certain skills. Additionally, coaching can address personal attributes such as confidence, communication, management or leadership style.

A useful intervention where an individual has bespoke development needs, the Amber Group's coaching programmes are tailored specifically to what the individual is required to achieve and the challenges faced in getting there.



Like many high-performers, senior team members sometimes need help to realise their full potential and achieve their goals. Amber's one-to-one coaching programmes are based on a practical, outcome-driven approach that encompasses three components:

1. insight to the individual including behavioural preference, aptitude, motivations and development needs
2. clarity of the goals and outcomes to be achieved and what success will look like
3. development of a corresponding coaching programme designed to maximise success for the individual and the business

#### Format:

Sessions are based on the proven GROW coaching model, which brings structure and focus to the process, with tailored, one-to-one interventions that deliver lasting impact.



"The Amber Group provides us with coaching and mentoring support that genuinely helps us reach our business goals. They blend a sound understanding of the creative agency world with practical business-focused advice."

Rebecca Hirst,  
Chief Operating Officer, freuds

## THE GROW COACHING MODEL



### GOAL:

Agree SMART objectives and desired outcomes.



### REALITY:

Identify the current situation – challenges, potential barriers and opportunities.



### OPTIONS:

Explore courses of action; priorities; key behaviours; milestones; solutions to barriers and development needs.



### WILL:

Establish ways to motivate performance and maintain momentum.

Progress is evaluated against pre-agreed performance measures based on observable behaviours, quantifiable targets and/or third-party feedback.

For further information on Amber coaching programmes, please contact  
Richard Baines at [richard@ambergroup.net](mailto:richard@ambergroup.net).

# HARNESSING DIGITAL AND SOCIAL MEDIA

In recent years, digital and social media have reinvented the PR landscape, presenting both opportunities and challenges for communicators. Our range of training helps communications consultants take full advantage of these critical and fast-changing aspects of PR. We provide knowledge and practical advice on how to win, advise and keep clients through these innovative approaches.

## COURSE FORMAT...



Clinic sessions



Bite-sized sessions



Half-day sessions



One-to-one



## SOCIAL MEDIA IN PR



### Entry level

Designed for consultants with little or no experience of using social media in a professional context, this session bridges their knowledge gaps, giving them the confidence to use social media in a day-to-day work environment.

Participants improve their understanding of the key social media platforms, gain insight into the essential tools for listening, publishing and engaging on each network and learn about social media measurement.

### Intermediate

Most communications consultants already use social media in a personal capacity and some are using it in a rudimentary fashion on behalf of clients. This workshop further advances their knowledge and practical capability, providing insight into best practice techniques for planning, managing and measuring social media activity.

### Advanced

Communications consultants and senior management executives already involved in social media activity on behalf of clients will benefit most from our advanced workshop. We take a deep dive into how social media works in the overall PR and communications mix. We also examine advanced social media measurement and evaluation techniques such as attribution analysis.

*Suitable for: all levels*



## GOOGLE ANALYTICS: A MEASUREMENT AND EVALUATION PLATFORM FOR PR



Google Analytics provides the perfect platform for consultants to monitor, measure and improve the results of their PR and social media campaigns. This session looks at the benefits of making Google Analytics an essential part of marketing communications campaigns and provides the practical knowledge to use it effectively.

*Suitable for: all levels*

## USING SEO IN PR



Demand for search engine optimisation (SEO) skills continues to rise. However, adoption levels remain low. This workshop demystifies the subject for communications consultants while also providing practical insight into the tools and techniques that can be used in a typical, day-to-day PR workflow.

*Suitable for: all levels*

## DEVELOPING SOCIAL MEDIA STRATEGIES FOR PR



This workshop looks at the six steps to implementing a successful social media campaign as part of a wider PR programme. Participants learn how to:

- set objectives
- establish their target audiences
- identify the correct platforms to use and what types of content will be successful

An overview of essential social media management and measurement tools is also included.

*Suitable for: all levels*



## SOCIAL MEDIA FOR PR LEADERS



This workshop lifts the lid on the key social media platforms in use today and explains how communications consultants can identify and make the best use of particular platforms for their clients' campaigns.

Agencies can concentrate on one platform for a deep-dive half-day session or choose from up to three of the following list for a broader overview of social media related PR techniques and tools:

Facebook  
Instagram  
Twitter  
LinkedIn  
YouTube  
Pinterest

*Suitable for: all levels*

# AMBER BUSINESS DEVELOPMENT SERVICES

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There are times when external input provides that all-important ingredient for success. It could be as a catalyst for change, setting a new direction, dealing with operational or people challenges or helping teams and individuals achieve their potential.

Amber's business development services are designed to support the growth of your business, offering an objective perspective, based on 40+ years of agency experience.



## BOARD AND SENIOR TEAM FACILITATION

The agency world is constantly changing, all the time presenting new challenges and opportunities. To keep pace, agency leaders occasionally need to step out of their day-to-day routine and engage their teams around a specific opportunity or threat, to move the business forward.

Our facilitations are structured and managed to drive discussion and encourage ideas-generation by giving all attendees an equal opportunity to contribute. Where appropriate, our experienced facilitators provide an objective perspective to the subject matter, helping the team find the right solutions and gain a commitment to action and accountability.

## STRATEGY DEVELOPMENT

Working on, rather than in the business can be a challenge for agency leaders. Our strategy sessions focus the mind on the bigger picture, defining objectives with measurable outputs for growth and success and formulating a strategic plan with allocated roles and responsibilities. To maintain focus, our consultants meet with you regularly to review progress and provide support and guidance that is based on proven experience and objective, industry-wide perspective.





"As our HR partner, The Amber Group provides Aequitas with a unique blend of industry insight, HR expertise and business smarts that truly support the growth and development of our agency. From strategic advice to hands-on implementation, Amber provides a tailored solution that flexes to suit our needs making them an invaluable part of our team."

Dorothea Hodge, MD,  
Aequitas.

## STAKEHOLDER AUDITS

Insight into the views and needs of your stakeholders is critical to business success. The benefits are many and include:

- improved client and employee retention
- higher levels of motivation, productivity and profitability
- greater business efficiency
- more relevant and impactful marketing

Amber's auditing methodology is designed to unlock the insight required to deliver your objectives, whether that's employee engagement, client satisfaction and advocacy, perception, competitor analysis or win/loss analysis.

## PITCH SUPPORT

For those important pitches that you just have to win, Amber's pitch support service gives you the edge you need to stand out from the competition.

This service:

- helps you define a winning strategy, messaging and tactics
- critiques pitch materials
- provides presentation coaching to ensure the team performs at its best

## HR PARTNER

At the heart of any creative business is its people. Success therefore depends on having an effective people strategy to attract, develop, motivate and retain the best talent.

Delivered by CIPD-qualified consultants with experience as both agency HR Directors and PR consultants, we provide a range of HR services to support your people. These include:

- performance management and appraisal programmes
- reward and benefits schemes
- employee relations and remedy sessions
- employee surveys
- recruitment and selection support
- psychometric profiling
- policy and handbook development
- legal guidance
- on-call and on-site advice

## VIRTUAL NON-EXECUTIVE DIRECTOR

This is for agencies in fast-growth or restructuring mode or businesses that would value independent perspective and experience but do not have the time to find the perfect match or tie themselves, long-term, to one individual.

Amber's Virtual Non-Executive Director gives access to a team of senior consultants with over 40 years' experience in agency leadership. Use one or multiple members of our team to fulfil your non-exec requirements and obtain confidential advice, mentoring and an external perspective on agency challenges or business transformation projects.

For further information on the Amber Group's business development services, contact:  
[info@ambergroup.net](mailto:info@ambergroup.net)



# THE AMBER GROUP TRAINERS

## Ken Deeks MBE

### ROLE:

Trainer, coach, communications and business adviser.

### CAREER HISTORY:

Former Daily Mirror journalist, founder and managing director of Arrow PR, managing director of Kaizo.

### VALUE:

A communications expert focused on helping agency folk build better client relationships, move from being a doer to a trusted adviser and how they can make an impact in the market.

### SPECIALIST AREAS:

Presentation skills, media training, bid support, AM mindset, how to make an impact.

### CLIENTS INCLUDE:

Axicom, C8, Champion Communications, Hotwire, Propeller, Landor, Think Tank, Volume and WE.

### ACCOMPLISHMENTS:

Founder and driver of IT charity event, Byte Night, which, over the past 20 years, has raised over £10m for Action for Children.

### DISTINGUISHING MARKS:

Awarded the MBE for Services to Children in June 2015.

### CONTACT DETAILS:

ken@ambergroup.net  
07831 585399  
@amberKen



## Richard Baines

### ROLE:

Trainer, coach, facilitator and strategic business and HR adviser.

### CAREER HISTORY:

PR consultant, HR and operations board director for IT PR agency; founder of Argyll HR.

### VALUE:

Delivering people-focused strategies and solutions that facilitate personal and business growth.

### SPECIALIST AREAS:

Leadership, management, personal effectiveness, communication; presentation, negotiation and commercial skills.

### CLIENTS INCLUDE:

Over 50 PR and creative agencies including: Aequitas, Circle, FleishmanHillard Fishburn, freuds, Hanover, Hudson Sandler, Ketchum, M&C Saatchi, PR Office, Porter Novelli, Teneo Blue Rubicon, Threepipe and Splendid Communications.

### ACCOMPLISHMENTS:

Providing highly-rated leadership, management and personal development programmes that help companies unleash the potential of their employees.

Facilitating company boards and senior teams to develop the vision, strategy and accountability to achieve business goals.

Coaching individuals to overcome personal challenges and limiting beliefs and develop the requisite skills to achieve career and business success.

### DISTINGUISHING MARKS

Accredited Insights Discovery® practitioner, Fellow of the Chartered Institute for Personnel and Development (CIPD), PRCA affiliate.

### CONTACT DETAILS:

richard@ambergroup.net  
07768 145572  
@amberRich



## Paul Smith

### ROLE:

Trainer, coach, communications and business adviser.

### CAREER HISTORY:

Journalist, PR consultant, agency managing director.

### VALUE:

A master of straight-forward, matter-of-fact communication, that helps companies develop strategies to engage with and influence their target audiences.

### SPECIALIST AREAS:

Strategy, writing skills, presentation training, message development, media training.

### CLIENTS INCLUDE:

3Monkeys Zeno, AD Communications, Capella, Champion Communications, Cohn & Wolfe, Manifest, Porter Novelli, Portland, Threepipe, Teneo Blue Rubicon, Touchdown PR and Racepoint.

### ACCOMPLISHMENTS:

Heightening the impact of senior executives via well-honed messages and rigorous preparation for print and broadcast-media interviews and Parliamentary Select Committee hearings.

Developing the persuasive writing, presentation and crisis-handling skills of PR consultants and in-house communicators through bespoke training and coaching.

Helping professional services companies win business through messaging support and presentation coaching for new business pitches and government bids.

Using hands-on business experience to deliver practical and strategic advice that facilitates next-level growth within start-up and medium-sized agencies.

### DISTINGUISHING MARKS:

Journalism qualification from the National Council of Training for Journalism.

### CONTACT DETAILS:

paul@ambergroup.net  
07770 828525  
@AmberPaulSmith



## Liz Baines

### ROLE:

Trainer, coach, facilitator and strategic HR adviser

### CAREER HISTORY:

PR consultant, HR business adviser, people & development director for an international PR agency.

### VALUE:

Helps individuals realise the potential in themselves and others to achieve business, career and personal goals.

### SPECIALIST AREAS:

People management, motivation, personal effectiveness, time management, building resilience, improving performance, developing client relationships.

### CLIENTS INCLUDE:

3Monkeys Zeno, Capella, Hanover, Hudson Sandler, Nexus Communications, Porter Novelli, Splendid Communications, Touchdown PR and WE.

### ACCOMPLISHMENTS:

Designing and delivering learning and development programmes that strengthen working relationships, improve productivity, empower and motivate individuals.

Advising on and implementing people strategies that generate the culture, skills and performance levels required for business growth.

### DISTINGUISHING MARKS:

Member of the Chartered Institute of Personnel and Development (CIPD), contributor to #FutureProof: Edition Two: a go-to guide for managers of agencies and communications teams; speaker and panel facilitator at PRCA forums on training and development.

### CONTACT DETAILS:

elizabeth@ambergroup.net  
07843 246695  
@the4thAmberite





## Andrew Bruce Smith

### ROLE:

Digital PR, SEO and analytics consultant, trainer.

### CAREER HISTORY:

Journalist, PR consultant.

### VALUE:

Helps corporations and agencies get a greater return from their social media, analytics and SEO investments.

### SPECIALIST AREAS:

PR, digital marketing, social media, SEO and analytics.

### CLIENTS INCLUDE:

3MonkeysZeno, Hanover, Racepoint and Touchdown PR.

### ACCOMPLISHMENTS:

Providing consultancy and training on digital PR, SEO and analytics to over 600 organisations.

Co-author of 'Share This' and 'Share This Too', practical handbooks to the biggest changes taking place in the media and its professions.

A regular speaker and media commentator on the integration of PR with social media, search optimisation and analytics, described as the "de facto godfather of PR blogging."

### DISTINGUISHING MARKS:

Member of the CIPR's Foresight panel, Google Partner (with search specialisation), holds the Google Analytics Individual Qualification.

### CONTACT DETAILS:

info@ambergroup.net



## Sam Knowles

### ROLE:

Corporate and brand storytelling consultant, trainer

### CAREER HISTORY:

PR consultant, strategic planner, business development, UK MD of Echo Research.

### VALUE:

Combines long and varied PR agency experience with a planner's facility for turning relevant data into campaigns and narratives that resonate and deliver.

### SPECIALIST AREAS:

Strategic planning, insight, brand language and positioning, thought leadership.

### CLIENTS INCLUDE:

Ilk, 3MonkeysZeno, Teneo Blue Rubicon.

### ACCOMPLISHMENTS:

Founder of corporate and brand storytelling consultancy, Insight Agents.

Author of Narrative by Numbers: How to Tell Powerful and Purposeful Stories with Data (published early 2018).

### DISTINGUISHING MARKS:

Doctorate in Experimental Psychology, Fellow of the Royal Society of Arts, member of 26, an organisation that seeks to inspire a greater love of words in business and life, PRCA and CIPR.

### CONTACT DETAILS:

info@ambergroup.net





# WHO WE WORK WITH

## AGENCIES

3MONKEYS	FEVER	OPEN ROAD
AD COMMUNICATIONS	FJORD	PORTER NOVELLI
AML	FLEISHMANHILLARD FISHBURN	PORTLAND
AEQUITAS	FREUDS	PROPELLER
ALFRED	GOODE	PROVA
AXICOM	HALPERN	RACEPOINT
BEYOND	HANOVER	RANIERI
BITE	HUDSON SANDLER	RAZORFISH
BLUE RUBICON	HUME WHITEHEAD	RED
BOTTLE	IMMEDIATE FUTURE	ROCKET
BRANDS2LIFE	JARGON PR	ROSTRUM
BRITWEB	JOURNALISTA	SEVEN HILLS
C8	KATIE PHILLIPS PR	SIX DEGREES
CAKE	KETCHUM	SPARK COMMUNICATIONS
CAPELLA	KWITTKEN	SPEED COMMUNICATIONS
CHAMPION	LEDGER BENNETT	SPLENDID
CIRKLE	LEXIS	THE PR OFFICE
CLARITY	M&C SAATCHI PR	THE THINK TANK
COHN & WOLFE	MAN BITES DOG	THREEPIPE
DWA	MANIFEST LONDON	TOUCHDOWN PR
DYNAMO	MANNING GOTTLIEB	WE COMMUNICATIONS
EML WILDFIRE	MSL GROUP	WAY TO BLUE
EULOGY!	NELSON BOSTOCK	WE ARE SOCIAL
FALLON	NEXUS COMMUNICATIONS	WILD CARD
FEED	OCTOPUS	ZABOURA

## CORPORATE CLIENTS

ACCENTURE	ENTRUST	PANASONIC
ARQUIVA	FARFETCH	RICOH
BACTA	GUMTREE	ROCHE PHARMACEUTICALS
BIZAGI	HP	SERVEST
BT	HONEYWELL	STARBUCKS
CA TECHNOLOGIES	IGEL TECHNOLOGY	THOMSON REUTERS
CARBON BLACK	ITN	UNILAD
CISCO	NEVERFAIL	XEROX
CITRIX	NORTHDOOR	
CSC	NORTON ROSE FULBRIGHT	
DELOITTE	OUTSYSTEMS	
EAST SUSSEX COUNTY COUNCIL	PAGE GROUP	



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