



Marketing  
Communication  
Consultants  
Association

## Trainer Biographies

### Patrick Collister

Patrick Collister was Executive Creative Director of Ogilvy & Mather for 7 years, rising to Vice Chairman. In 2001 he became Executive Creative Director of the EHS Brann group of agencies. He is the only ECD to have worked in a Top 3 above-the-line and below-the-line agency.

He has won many creative awards, including TV Gold at Cannes. In 2003 he started Creative Matters, a creativity training company.

He is the author of The Won Report, an annual survey of the world's best DM as measured by the quality and quantity of award won. He is the Editorial Director of DEEM Showcase, a quarterly publication celebrating creativity in direct marketing.

### Decipher



Decipher is a research and development consultancy specialising in emerging, digital media. We are an independent and objective source of intelligence and analysis on technology based communications and entertainment. We are not technologists, but focus on understanding technology for marketing led businesses. Our key strength is understanding the new business and marketing models emerging at the point where consumers and technology interact.

Decipher's approach is to combine consumer research and insight with technology analysis. We deliver propositions development and commercial modelling in an applied approach to establishing value in the emerging medial economy.

Decipher works with a range of broadcast clients including: The BBC, Sky, ITV, Channel 4, 5, Viacom, Turner and Disney. We work with media platforms such as BSkyB, Virgin Media, 02, Tiscali/Homechoice and BT Vision. Our brand marketing clients include HSBC, Tesco, Unilever, Vauxhall, and Proctor & Gamble.

### Rosie Doggett



Having spent more than 20 years with top London agencies such as GGT/TBWA, Publicis, FCB, Saatchi & Saatchi & also Borkowski PR, Rosie now focuses her value-maximisation talents for the industry and is currently consulting for major blue chip companies. Working with all marketing agencies from media, DM, PR, advertising, SP and research means she is a master of determining fair market rates.

To energise communication agencies for a changing future, by sharing knowledge, sharing vision and **sharing possibilities**



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## FairnFlower



FairnFlower is a Partnership whose core business is to facilitate people in achieving their highest potential as individuals, team members and businesses.

The principles underpinning our practice are grounded within the psychosocial model from which we are able to understand and coach our clients. Fairn Flower's legacy to our clients is acknowledging them as the experts in their field whilst providing them with our services which offer them the opportunity to unleash their 'human' potential.

## Janet Grimes



Janet has been Head of Planning at Ogilvy and at the digital agency, Wheel. She ran the training program for the UK Account Planning Group and was Chair for two years. She is author of the much-quoted chapter in The Communications Challenge called "Creative Inspiration". She is also a teacher of adult education and has taught marketing and market research at higher education level.

## Fran Longford



Fran Longford spent 15 years in the marketing communications industry working for a number of highly regarded agencies before becoming joint managing director of Triangle Communications in 1995. Following her departure from Triangle in the late 90's, Fran set up her own consultancy specialising in training agency staff.

During her time in the marketing communications industry, Fran had always felt there was a need for specialist training in the skills required within an agency environment – preferably delivered by someone who actually understood what it was like to work in an agency. To address this need, she set up Fran Longford Training and for the last 5 years she has helped launch and run the MCCA Certificate courses for Account

Executives, Account Managers and Account Directors. These courses focus on highly practical training giving delegates the confidence to apply these skills in their workplace on a daily basis.

## Chris Merrington

Chris has 20 years experience working in leading marketing communication agencies involved in direct marketing and promotional marketing, as well as experience in selling to senior clients in major blue chips and Government departments. He worked at leading agencies including IMP, FKB and Carlson Marketing Group, in the process winning awards for Dunhill, PG Tips, Burger King and Pizza Hut.

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His love of training started in 1997 as a facilitator for "7 Habits of Highly Effective People"; He then developed and ran a training programme for the British Airways Executive Club for BA customer facing staff.

Chris subsequently became heavily involved in the training, motivation and engagement of employees and headed up Carlson's employee marketing team in the UK (working closely with the US). Chris has also worked closely with Gallup on several research studies into employee engagement and employee productivity.

### **Ed Prichard – Strategic & Creative Consultant, Atom**

Ed has over 20 years' experience in agencies of all types above and below the line. He began his working life as a copywriter before becoming a creative director. He has helped run a number of successful agencies at board level and believes that creativity lies at the heart of any business success. With broad experience with brands in both integrated agencies and in brand development, working with clients and agencies of all sizes from start-ups to bluechips.

Over the years he has worked across most sectors and in all media from TV and radio to print and outdoor; direct marketing, ambient and online. Ed has been recognised with over 30 industry awards. He was invited to deliver a seminar at Cannes on Word of Mouth Marketing to an audience of over 400 people. He has also judged at D&AD, Campaign Direct, DMA and ISP awards.

As a trainer he has worked with his own clients and the MCCA, DMA and D&AD running proofreading, workshops.

In 2007, Ed set up Atom to find new ways to use creativity to help clients, agencies and brands achieve their potential and build their bottom line.

### **Results International**

**results**INTERNATIONAL Results International provides expert advice and practical support to the owners and managers of marketing communications and new media businesses. Their input is directed towards enhancing performance, reducing risk and increasing sustainable profit growth. The goal being to ensure that maximum value is added to clients' businesses which can be fully realized when the time is right.

They started in 1991 and now have an International business that operates across more than 40 countries in Eastern, Central and Western Europe, Asia-Pacific, North and Latin America, coordinated through Regional Directors in each region.

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## Julian Saunders



Julian has been Chief Executive of Red Cell advertising, European Planning Director of Red Cell, Executive Planning director of McCann- Erickson and Planning Director of Ogilvy. He has recently published "Smart strategies for a connected world" - a short book based on a large research study about how people are using technology to get more out of life.

He was editor of "The Communications Challenge - the first practical guide to Media Neutral Planning"

## Gideon Todes

Gideon has been an advertising creative and brand consultant for 20 years. In 1990 he joined Saatchi and Saatchi advertising, and went on to win numerous creative awards. Gideon also worked on The Economist poster campaign and wrote for their direct marketing department. In 2001, while working for Swiss Re in Zurich, he started training people to write rather than doing all the work himself. He has since given seminars for McKinsey's in Switzerland, BBC radio 4, Virgin NTL Telewest, the Institute of Practitioners of Advertising and many others.

Gideon lives and works as in London and flies planes as a hobby.

## Working Voices



Working Voices is an interpersonal communication and presentation skills consultancy.

Working Voices work extensively across the financial, media, retail, banking and pharmaceutical sectors, delivering communication training courses that are practical, interactive, enjoyable and both stimulating, demanding and get to the heart of your communication training requirements.

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