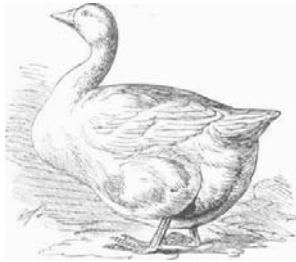




# the intelligent new business seminar: Fattening the Goose

27<sup>th</sup> January 2011



4pm, The Groucho Club, 45 Dean Street, London W1. We look forward to welcoming you to a discussion on:

"Securing a value for your business it deserves"

For many of our clients, the first time they really start to think strategically about business development is when their thoughts turn to shaping their business for sale. Others come to us having recently sold a marketing business, and now keen to maximise their earn-out. If ever there was a time to worry about reliable profitable returns, this is it!

The next Rainmaker seminar is aimed at people who are considering selling their agencies, now or in the future and who want to be as match fit as possible for the big event. Via a panel of experts we will discuss the issues, share some experiences, highlight best practice and forewarn on the common pitfalls.

We look forward to you joining us - please respond by email to [geraint.jones@rainmaker.co.uk](mailto:geraint.jones@rainmaker.co.uk) if you would like to attend.

The panel will be: -

[Mark Madsen, Senior Consultant of Madsen Consulting](#)

Mark is one of the best-known M&A specialists in the UK marketing services community. The variety of deals he's undertaken has given him unparalleled breadth of knowledge on deal structuring, exit planning and valuations and he has been involved with a large number of transactions for groups including: Chime, Cello, Engine, Huntsworth, GCI and Grey.

[Gareth Dixon, Founder Rainmaker Consulting & Pearlfinders](#)

Gareth has worked with a host of agencies going through corporate transactions, directing new business programmes that help them build up a business to make it as attractive as possible to potential buyers, or help to maximise the potential of an earn-out. A founder of the UK's largest and most influential new business consultancy Rainmaker, and planning director of new business campaigns for over 100 marketing agencies over 14 years, Gareth

has an unrivalled grasp of the practical realities of reliable and successful new business development activity.

[Mark Smith, Chief Operating Officer and Finance Director of Chime Communications plc](#)

Mark has been a Chartered Accountant since 1978, having qualified with Touche Ross & Co. (now Deloitte LLP). Following two years as European Finance Director at RCA Records, he joined Good Relations Group plc in 1984 and became its Group Finance Director in 1985. In 1986 he became Finance Director of Lowe Bell Communications (now Bell Pottinger Group) and Finance Director of Chime communications at the time of the management buyout in 1989. His corporate experience includes a reverse takeover of a listed company; over 30 acquisitions, one of which was a quoted company; and several disposals. Mark is responsible for the financial control of Chime as well as being actively involved with most general management issues. Mark is also a Non-Executive Director of Holiday Extras Holdings Limited, a successful private company

[James House, CEO of 5one](#)

As a founding partner of 5one, James has over 15 years experience in leading marketing, CRM and insight agencies. He has in-depth marketing mix knowledge spanning the strategic development and implementation of direct marketing, loyalty programmes and CRM strategies within retail and FMCG businesses across the world. Since launching 5one in 2002, James has led 5one's international expansion in Europe, South Africa and the rest of the world and was integral in managing 5one's sale to the LaSer Group in 2007. At 5one, James has global responsibility for 5one group operating companies in the UK, France and South Africa.

### **About the Hosts**

The Intelligent New Business Group (INBG) comprises of Pearlfinders, Rainmaker Consulting, and Blossom. Taken together, they speak with over 600 marketing decision-makers around the world each week to gather exclusive intelligence on their plans, challenges and their supplier hiring intentions and preferences. Using this information, since 1996, INBG has been able to introduce agencies to over £1.3bn of qualified pitch and proposal opportunities.

[www.rain-maker.co.uk](http://www.rain-maker.co.uk)

[www.pearlfinders.com](http://www.pearlfinders.com)

[www.timetobloom.co.uk](http://www.timetobloom.co.uk)