

# GROWING YOUR BUSINESS INTERNATIONALLY



6-9pm, 2nd October 2007  
The Soho Hotel, London W1

When and how to expand internationally is one of the most challenging issues facing many agencies. The Results International seminar will simplify the route to considering your options as well as highlight the challenges experienced by those who have taken the plunge in markets such as the US, Asia-Pacific, Europe and South Africa. An overview of the evening includes:

- Opening offices overseas
- Acquiring overseas
- Managing talent mobility
- Timing – when is the right time to expand?
- Considering your operational and strategic options
- Transferring technology
- Knowing your market
- Current market trends
- How to minimise the risks
- Managing cultural differences and chemistry

## SPEAKER SELECTION:

resultsINTERNATIONAL

Chris Jones, Non-Executive Chairman, Results International  
*Seminar Chairman*

acceleration 

Jacques van Niekerk, CEO, Acceleration  
*Levering technologies internationally*

resultsINTERNATIONAL

Andrew Kefford, President Asia-Pacific & International, Results International  
*Growth prospects within Asia-pacific*



Ian Millner, Co. Chief Executive, iris Worldwide  
*Integrating marketing services globally*

Alan Rutherford, CEO, Digitas Global  
*Gaining a digital advantage globally*



### Chris Jones, Non-Executive Chairman, Results International

Chris Jones graduated from Cambridge University in 1977. He joined Saatchi & Saatchi as one of their first graduate trainees, subsequently becoming their youngest ever Board Director at the age of 27, before leaving in 1984. Moving to J. Walter Thompson in London, Chris became CEO in 1989. Via the posts of Executive Vice President Worldwide Agency Operations, Managing Director Multinational Accounts, and then

President of the worldwide company, Chris rose to become JWT's youngest and first non-American worldwide President and CEO in 1997. Chris resigned from J. Walter Thompson in 2001 following serious health problems from which he has recovered. He has a number of non-executive directorships, including De Beers, Louis Vuitton, Xenogen and SkyDoc Ltd. He is also on the board of the John Hopkins Bloomberg School of Public Health in Baltimore, and of Graham Windham (the largest childcare and fostering agency in New York) and is a Governor of St Edward's School, Oxford.



### Jacques van Niekerk, CEO, Acceleration

As CEO, Jacques van Niekerk ensures that the company is consistently dynamic and results-orientated, while he supports the international offices in the US, UK and South Africa. Jacques has a degree in Communications from the University of Johannesburg (RAU) and post-graduate qualifications from the AAA/IAA (International Advertising Association). He launched his career at Ster Kinekor where he looked after the marketing strategies for studios such as Miramax, Polygram and Castle Rock. Jacques then moved into pay television where he worked in strategic development and marketing for M-Net, before overseeing

the marketing of the launch of South Africa's first free-to-air broadcaster E-TV.



### Andrew Kefford, President Asia-Pacific & International, Results International

Andrew has now worked in the communications industry in Asia for 28 years. After five years in agency media in London, Andrew joined Ogilvy & Mather, Hong Kong in early 1977. In 1982, he was appointed manager of O&M, Jakarta and then became the founding partner of the Ball Partnership, Bangkok, in 1985. He joined BJKE, Singapore in 1987 as

manager and regional manager for Thailand and Indonesia. Three years later, he joined Cerebos Foods, as International marketing director. In 1991, he set up the Advertising Advisory Centre in Singapore, a management consultancy to the marketing and communications industry in South East Asia, quickly becoming the leading consultancy in the sector. The relationship with Results International was established in 1999 leading to an equity partnership which manages all Results International's activities across Asia Pacific. In January 2006, Andrew was appointed President, Results International in addition to his Asia responsibilities continuing to be based out of the Singapore office.



### Ian Millner, Co. Chief Executive, iris Group

Ian Millner is the Chief Executive of iris Worldwide and a founding partner of the agency. Back in 1999, Ian, along with Stewart Shanley (co. Chief Executive) set up iris with the idea to create an independent global agency that would offer clients a real alternative to the 'traditional' network agencies already operating within the market. Over the past seven years, iris has experienced a 50% year on year growth rate, now employing over 250 citizens worldwide. iris has also won numerous awards across

multiple disciplines, and boasts an enviable client list that includes, Shell, Sony Ericsson, Coca Cola, adidas and the COI amongst others. Ian has been the driving force behind international growth, with offices in London, Manchester, Singapore and New York and offices due to open shortly in Mumbai, Munich and Miami. Before setting up iris, Ian held the role of New Business Director at IMP, one of the UK's leading below-the-line agencies. As New Business Director, Ian played a fundamental role in the agency's growth by securing several high profile new business wins, including Philips, Procter & Gamble, Fiat, Orange and Virgin Direct – taking IMP to the top of both the sales promotion and direct marketing reputation surveys. Before his role as New Business Director, Ian worked in account management, on accounts such as Umbro, Ericsson and Southern Comfort having joined the agency as a graduate in 1993. Sitting on the board of directors at the MCCA and undertaking other charitable projects, Ian is a highly regarded industry figure who is committed to giving something back to the industry he works in. Ian currently lives in London with his wife Kate.



### Alan Rutherford, CEO, Digitas Global

Since beginning his career in advertising in 1983, Alan has held a range of planning, buying and account management positions before he joined Unilever in 1988. Alan's brief at Unilever has been to increase both the strategic input of media and efficiency performance. In this role Alan has been responsible for significant changes to the way Unilever manages its approach to brand communication. In 2004 he was nominated as one of the ten most influential people in Media. Alan Rutherford, currently VP

of Global Media for CPG giant Unilever, will join the agency family as CEO of Digitas Global, the division formed to grow the agency's business and service to clients worldwide. Rutherford will join Digitas in September and be based in London. He will report to Digitas Chairman and Chief Executive Officer, David Kenny. Rutherford is charged with driving the global growth opportunity of Digitas by leading the agency's expansion into major new markets around the world and leveraging the agency's expansion platform businesses, which include Digitas London and Prodigious Worldwide.

Speakers are subject to change

Results International advises owners of independent marketing communications and new media businesses on how to grow and realise maximum value.

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The Soho Hotel, London W1  
2nd October 2007

Please register ..... delegates for this conference.

### FIRST DELEGATE:

Name  Surname

Position

Company

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Website

### SECOND DELEGATE:

Name  Surname

Position

Company

E-mail

I enclose payment for the sum of £ ..... (inc VAT in UK)

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### Easy way to register:

Online at [www.resultsinternationalgroup.com](http://www.resultsinternationalgroup.com)

✉ Please complete and return the registration form with payment details to:  
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