

Unlocking Agency/Client Relationships: Essential Guidance for Building Trust-based, Profitable Relationships that Endure

Superstar Exclusive Series – This is limited access event, so please register early.

Date: December 7, 2020 1:00pm-2:30 pm ET

Cost: ~~\$99.~~ CommPRO Black Friday Sale \$49!

TPC GROWTH

Panel



Britt Carter, President at TPC Growth

Britt Carter is an executive-level public relations and crisis counselor with more than 20 years of experience in brand-building, reputation management, and crisis communications, as well as building agencies from the ground up through positioning, branding and strategy. Britt's clients over the years include Fortune 500 companies, major health systems, and many public and private colleges and universities.

Britt launched Fleishman-Hillard's North Carolina offices, and served for 13 years as Senior Partner and General Manager. Britt managed teams around the world for reputation and crisis management, as well as brand building and story forecasting. He also developed a global social listening hub that serves offices and clients throughout the FH network. He is a certified crisis counselor and guest lectures on crisis communication and reputation management.



Mark Riggs, CEO at TPC Growth

J. Mark Riggs is the founder and CEO of [TPC Growth](#) which is

management consultancy that exists to be the go-to resource for marketing/communications agencies to discover and reveal pathways to organic growth while changing the mindset of an RFP-obsessed industry.

Before starting TPC Growth, Mark spent 20 years in the agency world working for IPG's Mullen Lowe, an Ad Age A-List Agency, Taylor, the Holmes Report's Consumer Agency of the Decade, MWWPR and French/West/Vaughan, the Southeast's largest independent agency where on multiple occasions he grew small accounts into multi-million-dollar accounts.



Ayanna Robinson, EVP of Client Service for Porter Novelli

Ayanna Robinson has more than 25 years of experience with public relations, issues management, and behavior change campaigns. Ayanna currently serves as Porter Novelli's global chief client officer leading the company's commercial approach and ensuring clients experience the best of Porter Novelli.

Ayanna has worked across industry sectors leading cross-functional teams for clients including Bayer, Centers for Disease Control and Prevention, Habitat for Humanity International. She continues to counsel senior leaders in today's every changing communications environment.

Ayanna was named by PR News among the Top Women in Public Relations and has won numerous industry awards. She obtained a Master's in Public Policy, specializing in social policy,

from the University of Maryland's School of Public Affairs and holds a B.A. from the University of Virginia. Her work has been the subject of articles in U.S. and international journals and presentations.

Ayanna lives in Decatur, Georgia, with her husband and two daughters.



Sandy Waite, VP, Enterprise Communications for CVS Health

Sandy joined Aetna in February 2017 as VP, Business Communications, responsible for developing and implementing an integrated communications strategy for the Institution Businesses. She was responsible for developing proactive external communications strategies and internal communications initiatives that engaged and inspired employees. After the merger of CVS Health and Aetna, Sandy became VP and Head of Communications for the Aetna Business Unit and also assumed expanded responsibility as Strategic Advisor to the Office of the President of Aetna. Sandy also served as Interim Chief Communications Officer from January through April 2020, leading the company's COVID-19 communications response. She led a cross-functional group of communicators and managed the Enterprise communications strategy for all stakeholder groups.

Sandy joined Aetna from Novartis where she spent eight years in various roles, including pharmaceutical and medical device/eye care divisions. Her final role at Novartis was as Global Head of Communications for Drug Development where she

acted as communications counsel to Novartis' Chief Medical and Scientific Officer.

Sandy has over 15 years' experience in corporate communications, but spent her early career as an attorney practicing employment law. She received her B.A. in Philosophy from Spelman College and her J.D. from the University of Virginia School of Law.

Session Overview

As Agencies and Clients are planning for 2021 and beyond, [CommPRO](#) is offering exclusive access to some of the most well-respected communicators in the industry in a panel discussion designed to help leaders from "Both Sides" learn how to build trusting, profitable relationships that endure.

- Eliminate guesswork and assumptions
- Build lasting, trust-based relationships
- End common mistakes Agencies and Clients make
- Increase performance, profitability, and effectiveness
- From agency search through long-term relationships
- Have happy agency/client relationships!

This event is for both Agency and Client-side Leaders.

Participants will have exclusive access to our panelists and will receive the "**Essential Guidance**" packet full of tips and tools to improve the ways Agencies and Clients work together.

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Register

▪ Name

First Last

▪ Email*

▪ Address

Street Address Address Line 2

City State / Province / Region

ZIP / Postal Code Country

▪ TPC Growth Superstar Exclusive Series - Dec Session*

Price: \$49.00 Quantity:

Participants will have exclusive access to our panelists in a structured Q&A forum. Also, each participant will receive the “Essential Guidance” packet full of tips and tools to improve the ways Agencies and Clients work together, from agency search and kickoff, to the “Honeymoon is Way Past Over” phase. This is limited access event, so please register early. Date: December 7, 2020 1:00pm-2:30 pm ET Cost: \$99. CommPRO Black Friday Sale \$49!

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