

How to *succeed* in agency

A MedComms Networking Event

With Chris Bartley

Managing Director

Havas Life Medicom

Oxford 07/03/18

www.MedCommsNetworking.com



@CAMBartley

cbartley@havaslifemedicom.com



Just another

agency day



Being the

captain

of your own ship





Being the captain

of your own ship

1 Understand what people
really want from you

2 Deliver it

How to know what
people want?



1. Know what they know
2. Be expert on the task at hand
3. Understand the individuals



KNOW what they
KNOW



Be the

A yellow circular button with the word "Expert" written on it in a bold, black, serif font. The button is slightly raised and has a small shadow on the left side. It is centered on a background of two overlapping circles in shades of orange.

Expert

on the task at hand



Understand the
individuals



Being the captain

of your own ship

1

~~Understand what people
really want from you~~

2

Deliver it



THINK. DO.

Do some more, then share

A photograph of two hands clinking beer bottles against a sunset background. The sun is low on the horizon, creating a warm, golden glow. The bottles are dark glass, and the liquid inside is visible. The hands are silhouetted against the bright light. The overall mood is celebratory and social.

PROACTIVITY *connects*



THINK. DO.

Do some more, then share again

success

comes down to:

1 Understanding what
people want from you

2 Delivering it

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