

One of its kind

Client Service Workshop - Understanding the Role of Client Service in an Ad Agency

I need to tell everyone about this superb workshop I attended in Durban last month. One of its kind. We all know how Client Service is been neglected or seen as not important in Advertising Agencies. Wow I attended a workshop that reminded me that I actually make a leaving from being a Client Service Specialist. It gave me a sense of belonging as we gathered in the room with different people who work at different Advertising Agencies, we shared common frustrations and we were reminded of how we often need to gather ourselves in order to build those relationships with our "enemies" - you know that traffic lady in your creative department.

The facilitater herself, also works in an ad agency as a Client Service Specialist

You Suits all out there. This is not to be missed

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