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ANA Financial Conference: Final day



So, it's the last day here in the hot desert, and despite a late night, our host for the show from A-B InBev managed to get us all up on our chairs dancing this morning. Who said Procurement people can't shake their booty?

And to keep us in the mood, Peter Bartel of Kodak and Jeff Gabel from his agency Partners + Napier did a great job of keeping us amused, suggesting that there might be more reasons for clients and agencies to work together productively. Jeff sent us all to www.clientsfromhell.net to explain how Kodak was "before", but it was the "after" that impressed us, as collaboration lead to better business results.

Then it was time for "10 Things I Hate About You" – procurement, consultants and agencies had their chance to point respective fingers at each other – watch it live now inside this giant cage! What should have been negative turned out to be quite therapeutic (there's a fine line between pleasure and pain) and it seemed all sides took some positive learning.

And finally at the end, the grand finale – the presentation of the latest wave of the digital compensation survey, with Dave Beals from R3, who led the research, sharing the stage with Jim Zambito from JNJ and finance heads of BBDO and LBI. This research was conducted with top global and local marketers in the US in the last three months. Are you sitting down? 40% of respondents changed their digital compensation in the last year – and 53% say they will change it this year – most aiming to add in incentives and / or reduce it. Even JNJ mentioned that they will be working themselves on digital incentives for 2011. And what else? 44% of those surveyed work with more than five digital agencies – and I thought only China loved concubines. You can read more here – <http://www.ana.net/miccontent/show/id/r-key-findings-digital-2011>.

Finally, the discussion moved to where it should be all along – talent. Agencies are now fighting with the likes of Google and Facebook for top digital people, and this can only impact costs. It's only through greater forward planning and engagement on both sides that the industry can keep the best and brightest. Phew – to the airport, driver!

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