



Latest Episode



Insight of The Week

Keeping the client in the room at all times.

The unique role of the client service team is to ensure that the client's voice is loud and clear, but also appropriate to the expected scope of work and in balance and consideration of the agency team. Can it be a tenuous balance? ABSOLUTELY. This is a "not just what you say, but the way in which you say it" kind of situation. The client service team is often responsible for "translating" what the client says into what that means for the work, and then holding everyone accountable to the expectations that are set.



Photo credit: Robert Churchill

BUILDING SAVVIER MARKETERS

GUEST SPOTLIGHT

Chris Wallen:
Director, Client Partnership at
BAREFOOT

"The role of keeper of relationship here, is a balance of art and science, it's a lot of what keeps me coming back."



ABOUT US



This year's Influential Women is a special group. They are leaders in their businesses, mentors in their communities, and volunteers giving their time and talents to so many worthwhile organizations around Cincinnati. All of them are working hard to make Cincinnati a better place. We are proud to shine a spotlight on these remarkable women making a difference.



NOT TO MISS

For the details and link to April and Anne's feature in Venue, click [here](#).

Thank you for welcoming us into your inbox! Our desire is to bring value to your week with quick reads, inspiring insight and tips to add to your toolbox.

We are an unlikely pair, but that is what makes us the best choice for you. With over 40+ years of combined experience from both the Marketing and Branding tracks, we have seen just about every situation business can throw at you...

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