



WHAT IS SECOND WIND?

Second Wind is a powerful information resource designed with one thing in mind—helping smaller and midsize advertising agencies, design firms and related businesses to BE better.

Our goal is to help your agency be stronger, faster, smarter, more creative and ready for anything that comes. And not just ready to defend your position against competitors, but ready to outmaneuver, out-strategize, and out-service them. Second Wind can take you to the next level.

Second Wind currently serves thousands of agency principals and employees in North America and internationally. Second Wind offers a vast collection of industry tools, knowledge, and collaborative venues to help meet the daily needs of your business, including:

SECOND WIND TRAINING SEMINARS

Informative, intensive one- and two-day sessions cover a wide range of advertising topics. Each seminar is open to a limited number of attendees. A moderator guides the presentation with frequent breaks for comments and questions from attendees, so they benefit from the presenter's knowledge *and* from the experience and problem-solving skills of the other attendees. Seminars are located in major "hub" cities to promote ease of access.

SECOND WIND TRAINING PUBLICATIONS AND DVDS

Second Wind publishes popular training materials specifically for the advertising and design industry, including seminar manuals, workbooks, reports, books and white papers. Also available are our High-Performance Training DVDs, providing the Second Wind seminar experience, you can view in your office and use again and again to train your employees. These are the best training materials in our industry, and are available for purchase at Second Wind Online.

SECOND WIND CERTIFIED SEMINAR PROGRAMS

Second Wind has developed a series of certified programs now on offer to agency professionals, based on our eighteen years as trainers of agency owners, managers and employees. These certified programs cover account management, agency operations, and agency financial management. Attendees are tested and awarded a Second Wind certification. Certification empowers your people and promotes the leadership that will boost your agency to a new level of attainment.

VALUABLE FREE CONTENT AT SECOND WIND ONLINE

Visitors to Second Wind Online receive free content on our home page, in our Knowledge Base "Featured Items," and in Consultants' Corner. Check regularly to see what our expert contributors have to say.

WIND-E, SECOND WIND'S E-NEWSLETTER

This free opt-in newsletter is delivered via email once a month, and features useful tips, how-tos and topical information. Register to receive this helpful tool at Second Wind Online.

STRATEGIC PARTNERSHIPS THROUGH THE MARKETPLACE

Visitors and members have access to our Marketplace partners, offering a wide range of valuable services and partnering opportunities to grow your business and win new accounts. Search the vendor directory for partners in technology services, production, advertising legal assistance, fulfillment, and more.

MEMBER BENEFITS

In addition to our public services, you can elect to become a Second Wind member and join one of the world's most powerful marketing organizations. Membership affords your agency full access to Second Wind Online, plus many other services. Are you ready to BE better? Member benefits entitle agencies to the following:

ANNUAL AGENCY SURVEYS

Each year, Second Wind surveys members on a wide range of topics from sales figures and gross income, to operating expenses and salaries. We publish the *Second Wind Annual Agency Survey Report* to the members for their exclusive use. We also conduct an *Annual Production Pricing Survey* to help members understand how their pricing structures compare locally, regionally and nationally. Second Wind surveys are more valuable to smaller and midsize agency owners than most major industry surveys, which lump the large and small agencies together, producing inaccurate numbers relative to smaller agencies. We focus on the results that pertain to you.

SECOND WIND ONLINE

Members gain full access to Second Wind Online. Developed with our members' needs in mind, Second Wind Online offers all public features plus our members-only, data-rich extranet site. You and your agency's employees can access the extranet on the Web, anywhere, anytime. We load new data to the site every day. If you don't find what you need, check back tomorrow—it will probably be there. With Second Wind Online, you have full access to:

- *Knowledge Base* – A library of over 20,000 articles, sample forms, agreements and white papers on best practices for running a smaller or midsize agency. This resource is one of the industry's most comprehensive, and is free to Second Wind members.
- *White Papers* – Capsule knowledge on specific subjects, FREE to members!
- *The Second Wind Forums* – A popular favorite of Second Wind's more than 5,000 members, where they discuss issues, share knowledge and exchange advice.
- *Research Services* – Providing a complete overview of Second Wind's custom primary and secondary research services, with pricing and samples. Members use these services to "get smart quickly" before seeing a potential client; in their presentations to help "win the business" or to verify the results of a campaign. There are à la carte charges to access Second Wind research, but the expense is nominal compared to the annual subscription rates for many of the services we provide.

...and so much more.

We know you'll want Second Wind Online on your desktop each and every day. Full website access is an exclusive benefit of your Second Wind membership.

A FACT-FILLED MONTHLY NEWSLETTER

The Second Wind Newsletter is filled with practical advice about how to run a better advertising agency. This information is geared to save you money, and earn your agency more. In addition, *The Newsletter* regularly contains input from other Second Wind members. This newsletter deals with specific business issues as they relate to smaller advertising firms. Each article offers a useful idea based on many years of experience and the most current information.

EXCLUSIVE, MEMBERS-ONLY PRICING ON PUBLICATIONS, DVDS AND SEMINARS

Second Wind members automatically receive members-only pricing on all Second Wind advertising agency training publications, High Performance Training DVDs and fees for Second Wind seminars and workshops. This exclusive discount is only available to Second Wind members!

MEDIA PLANNING AND BUYING

Second Wind has partnered with several media planning and buying firms around the country. These firms buy in excess of \$700 million in media annually, and our exclusive partnerships give your agency tremendous power in both local and national marketplaces. Your Second Wind membership gives you instant access to high quality planning and buying in all media, including print, out-of-home and new media.

INSTANT ACCESS TO ALL SECOND WIND MEMBERS

Your membership offers your agency the distinct advantage of connecting by fax, email or Internet with each and every member. If you need help with a new business pitch, Second Wind can access our vast database, and put you in touch with other members who have experience in the field you are pitching. Members using this access generally compete strongly for any piece of business they go after. *Your membership makes you one of only a few hundred agencies in the world with access to this peer support system!*

To request a membership kit, call Second Wind at 610-374-9093; fax your request to 610-374-9238; or, email us at: info@secondwindonline.com. And be sure to visit our website: www.secondwindonline.com