welcome to thenetworkone: information for new members

Contents

section1 – about thenetworkone about thenetworkone:

Thank you for joining thenetworkone! You have become a member of the world's largest and fastest growing network of respected independent creative, media, PR and marketing agencies.

Our network is a radical, yet practical alternative to a conventional multinational advertising and marketing communications agency network.

For independent agencies we are a 'custom-built network, on demand'. For marketing client organisations we build 'bespoke networks' of creative and marketing agencies around a client's specific needs and requirements.

quick facts:

founded in:	2003
headquartered in:	Soho, London
staff:	three full time staff
ownership:	private limited company (independent)
number of agencies:	over 1,200
countries covered:	approximately 115
principal services:	strategy and consultancy agency selection and contracting international account management and co-ordination

contact information

address:	thenetworkone, The Pavilion Cannon Green, 27 Bush Lane, London EC4R 0AA U.K.
telephone:	+44 (0)20 7240 7117
web:	www.thenetworkone.com www.leadingindependents.com www.youtube.com/thenetworkone www.facebook.com/thenetworkone

thenetworkone people:

Julian Boulding – President and Founder

Julian co-founded thenetworkone in 2002. His earlier international career included fourteen years working for DMB&B (now part of Publicis) and associated companies within that Group. He was successively Global Account Director for Philips Electronics, based in The Netherlands; Regional Director for Latin America, based in Brazil; and President, International Division for New York based agency N.W. Ayer. He led thenetworkone's first international assignment, for Esselte Inc. and has continued to play an active role managing client business as well as establishing relationships with over 1,500 leading independent agencies throughout the world. Julian is a Graduate of the University of Cambridge, a Freeman of the City of London; a Fellow, former Director and Treasurer of the Marketing Society; and currently the Senior Warden of the Worshipful Company of Marketors.

Julian.boulding@thenetworkon.com

Alfie Buisson – Associate Director

As Associate Director at thenetworkone, Alfie plays a vital role in driving the company's growth and supporting its global network of independent agencies. From managing member relations and facilitating referrals to leading community initiatives, he is committed to fostering collaboration and creating opportunities for agency leaders worldwide. Alfie has also been instrumental in delivering key projects, including the Indie Forum in Cannes and the Indie Awards, reflecting his entrepreneurial spirit and resourcefulness.

alfie.buisson@thenetworkone.com

Maddie Pluck – Account Manager

Maddie joined thenetworkone in March 2025 as an Account Manager, where she works closely with independent agencies to build strong partnerships and support the wider network community. She is keen to grow member engagement by building community in person events, webinars and thought leadership contributions. Before joining thenetworkone, Maddie worked as marketing lead in-house at a renewable real estate-focused company, and she brings valuable industry insight and fresh energy to the team. She speaks French, Spanish and loves to learn new languages through travel. She also spent a year living in Bogotá in 2023.

maddie.pluck@thenetworkone.com

Alice Carr – Marketing and Sales Executive

As Marketing and Sales Executive at thenetworkone, Alice focuses on client outreach and fostering strong relationships with agencies across the global network. She supports the wider community through various initiatives and is particularly interested in developing special interest groups to create more opportunities for engagement. With a background in anthropology, Alice brings a culturally attuned and international perspective to her role. She joined thenetworkone in April 2025.

alice.carr@thenetworkone.com

section 2 - making the most of your membership things for new members to do

We would like you to make the most of your new membership so we have a few suggestions to help you achieve this.

let's meet - digitally

Normally we'd like to arrange a time to visit your agency and meet the key people, but at the moment, this is not always possible so, instead we'd like to meet over Zoom to discuss what you do, how you do it, your new business 'wish list' and how we can best help you. The more we know about your business the easier it is for us to recommend you to clients and potential partners.

tell your staff about your membership of thenetworkone

Let your staff know that they now have access to a global network of creative and marketing agencies on demand. Maybe hold a digital launch event or internal presentation, so that next time when a client asks if your agency can do something in another country, the client service team can say 'yes' and here's how! We would be happy to join the meeting if you'd like us there.

tell your clients about your membership of thenetworkone

Let your existing clients and prospect know about your agency's new international resource. They may have a project that your agency was not being considered for because they thought you didn't have the international ability to deliver it. Also let your single country clients know about your new membership one day they might need international help also.

send out a media release to the wider world

If you have a mailing list, write a press release and let them know that you are part of thenetworkone and can now access information and creative resource from over 115 countries around the globe.

make reference to thenetworkone in your credentials

Create a page in your agency credentials that introduces thenetworkone and your agency's new international capabilities. Normally, one page showing a 'map with dots on' is sufficient as per our example credentials supplied with this document.

put our logo on your website

Most prospective clients will review your website before calling you directly, so make sure thenetworkone logo is clearly displayed on your website's homepage and linked to our main website, www.thenetworkone.com. This will also help your search engine rankings.

put our logo on your printed and digital stationery

It's a small thing, but putting thenetworkone logo on your letterhead, email footers and business card demonstrates a long-term, strong commitment to an international network resource given that businesses don't reprint stationery that often anymore.

follow us on social media

You can find us on Twitter, Facebook, Instagram and LinkedIn where we share ideas, observations and comment on anything interesting we see in the media or discover whilst travelling.

- Twitter - https://twitter.com/thenetworkone
- Facebook - https://www.facebook.com/thenetworkone
- Instagram - https://www.instagram.com/thenetworkone/
- Julian's LinkedIn - https://www.linkedin.com/in/julianboulding/
- Alfie's LinkedIn - https://www.linkedin.com/in/alfiebuisson/

Please re-tweet anything you see that you find interesting and worthy of comment!

keep us informed

Please do put us on your mailing list! We love to hear from our agency members, learn what they are doing, see their latest work learn about their awards and client wins. This helps us keep up-todate and is useful when recommending agencies to clients or indeed to other agencies as partners. We are human: stay top of our minds!

be proactive

Feel free to contact us about anything from possible client opportunities to RFI assistance to research from other parts of the world to tickets to corporate events. If we can help we will, and if can't, we probably know someone who can!

IMPORTANT – Agency Database Form

As soon as possible after joining, please complete and return the Agency Database Form which you can find here:

https://thenetworkone.com/database-form/

We use this information to match your agency to new business opportunities we receive from either clients directly or other agency members looking for partners. As such it's important that the information is up-to-date and accurate.

new business guideline for independent agencies

New business is the life blood of any agency. Over the years whilst helping agencies pitch and win new client assignments, we've learnt a few things that we'd like to share with you in the hope that it will be helpful when:

a) presenting your agency's relationship with thenetworkone
b) looking to have successful new business meetings
c) pitching during a pandemic

a. your agency's relationship with thenetworkone

1) The client is interested in YOU – more than thenetworkone. Use the elements we have supplied (logos, photos, lists of countries, maps etc) but integrate these into your presentation in your own graphic style. As far as possible, thenetworkone should be seen as an extension of your agency, NOT as a separate company.

2) If you are using a map to demonstrate where you have partners around the world, always use picture of the key contact rather than their agency / company logo. Picture are more relatable and demonstrate a human relationship, whilst logo suggest a collection of companies

3) Be prepared: even if your prospect is not interested in "international", always include at least one slide about thenetworkone in your presentation. It adds credibility and stature – and you never know when "international" needs may arise. Clients won't talk to you about their international needs, unless you tell them you have the resources to handle them.

4) As mentioned, the people principle still applies in international business: use photographs or better still videos of thenetworkone people you know and can talk about, to bring thenetworkone alive. If you are partnering with specific agencies in key countries, ask us to get photographs or video 'vox-pops' of their top person / people to include in your presentation. If you can get the CEO of a partner agency to say 'hello' in a video you obviously know them!

5) Use us to provide 'local texture' from other markets: it's easy for us to ask agencies in key markets for a topline view of your prospect's brand and their business sector. A few anecdotes and insights make a great impression. Call us, when we can help!

6) Invite your clients to visit our agencies. Especially in a country which is important to them – there is no better way to prove that your network is as good as you say it is. Always organise these visits through us, and we will make sure the agency is prepared, so your client is wellreceived.

7) If you have worked with us already, present the case history. If not, and they need to see an international case history, do not bluff: invite us to join your meeting. Our team are all ‘Zoom experts’ these days and we’re happy to help.

8) Always ‘tick the boxes’ in RFI’s (request for information): if the questionnaire asks whether you have an agency in specific countries, or experience in a special sector, never say no. Always ask us for what we can provide for you. That’s what our database is for! Be realistic though - if a client asks for hundreds of pages of information, or $100,000 in bank deposits (yes, it happens) – they are probably not right for you or for us.

9) Remember, the reasons clients buy thenetworkone are the same as the reasons they will buy your agency, and any good independent agency: entrepreneurial culture, creativity, speed and cost efficiency. Emphasise these points with confidence: they are true of all the agencies we work with, and surely of your agency. That’s why we are partners!

10) “International” always takes longer and is more complex. We know time is luxury often not afforded us in this industry but consider international requests early on and not the night before – especially if you need materials or content from the other side of the world!

having successful in-person new business meetings
(local pandemic restrictions allowing)

In addition to our own experience we have read the case literature from the specialists: agency search consultants who attend agency/client new business meetings on a daily basis. From all their analysis, three factors stand out in a successful new business meeting:

1) People skills: it's an old cliché but it's also true. Clients buy into the prospect of relationships with you and your colleagues as people – not an organisation so…

    A. Agency 'senior pitch teams' at important meetings are fine, but make sure the client meets the person or people who will lead their business day-to-day and make sure that those individuals are well-briefed and well-prepared.

    B. Rehearse, rehearse, rehearse! Very few people are naturally good presenters and if you 'wing-it', it will show.

    C. Engage the client through your personal experience of their business sector. Stay in their hotel, drive their car, drink their drink, use their product at home…. It's cheaper, easier and more convincing than presenting market statistics which they already know.

    D. Do your homework on the attendees at the meeting. Most business people have a professional social media account (like LinkedIn), or a profile on their company's website. Understand your audience, learn about them as a person. Who knows, you may have a shared interest.

    E. Tell stories. For the most part, we are professional storytellers so, tell one at the start of your presentation that helps audience get to know you as person and engage with you on a human level – just keep in brief and relevant.

2) Clarity: in presentations, clear thinking is all-important. A few charts about what you do, the resources you can call on, and why you could help their business, is often all you need to start a dialogue. But remember, this is not a presentation primarily about you, so explain to the client how you can help them.

3) What you do: never forget to tell the client what you <u>actually</u> do in understandable terms. Many clients leave presentations confused about what the agency's skills and experience really are. If a client has to spend their time trying to understand what it is you do and why you're different, they're not thinking about the solution you're presenting to them.

4) Relevance: everything in the presentation must be relevant to the client's business need. Avoid long PowerPoint presentations and case histories from other sectors unless there is a CLEAR link established to this client's business.

5) Relationship: agencies often refer to the relationships they have with their clients as a 'partnership'. Partnership rely on a shared vision, trust and mutual respect – all things that take time and effort to establish. Whilst many do, not all clients want this level of

engagement and look for a more 'transactional' relationship. So, try and understand in the first meeting what the client wants – it will set the tone for future engagements.

6) Check: be sure to check your presentation for spelling and grammar errors. Nothing says 'we don't care' more than spelling the client's or, their company's name incorrectly!

7) Respect: In truth, not all new business meetings go well. Sometimes people just don't 'click', but it's important to remain respectful and polite at all times and in extreme circumstances draw the meeting to an early conclusion.

8) Closing: don't forget to close the meeting with agreed next action points (and then deliver on them!). The majority of clients are happy to be followed-up by an agency who's hungry for their business.

9) If it's not a pitch situation, why not ask the client if you can do a small free-of-charge assignment for them to prove your metal?

10) Avoid in depth discussions about potential fees unless you are comfortable and authorised to make decisions in this area. It is okay to say you need to refer back in such an instance.

11) 1-mile rule: avoid discussing the meet with colleagues until you are at least a mile from the client's office – you never know who is listening!

having successful new business meetings in a pandemic

In short, because of the pandemic everything has changed, and nothing has changed. Whilst it's now not always possible to meet in person, the 'theatre', dynamics and requirements of the pitch situation have not really changed.

So, with the help of our good friends at the 4As of America, The Observatory International in Germany, plus the AAR, and Codefinery in the UK, we have compiled the following list of things to do, don't do and watch-out for, when it comes to pandemic pitching.

BUT FIRST, before even getting to the pitch take time to consider if the opportunity is right for you. *"Receiving a pitch briefing during the pandemic can be a relief and a burden at the same time. Many agencies are desperately in need of new business, but struggle to have the appropriate resources and talent available. In times like this, it is more important than ever for agencies to sensibly estimate their realistic chances of winning the pitch." – Felicitas Lentz, Director, The Observatory International.*

1. Pre-meeting basics

a) Don't automatically assume you can't meet in person, ask the client what their preference is for, but do take into consideration:

b) The government guidance on social distancing in your country / region.

c) The team who'll be presenting. Some maybe shielding or uncomfortable in this situation.

d) Often neutral venues such as hotels are good places to meet. Such venues can limit the opportunity for cross-contamination of employees and office spaces which might result in potential large-scale quarantine situations – the client won't thank you for that!

e) If you can't meet in person, confirm which technology (Zoom, Skype, Teams etc.,) the client would like to use. Remember not all parts of the world have access to the same applications plus larger corporate client will have preferred options as determined by their IT departments.

f) Ensure you know how to use the technology and practice if you don't.

g) Test it! Make sure everything works. According to the 4As *"Sentiment in the US has quickly evolved from dismissing technical issues as part of the learning process, to an expectation that the agency knows the technology perfectly."* Matthew Kasindorf, 4A's Senior Vice President – Business Intelligence & Insight

2. Preparation

a) As with any pitch presentation rehearse, rehearse, rehearse – especially where technology is involved.

b) Have a back-up plan. If the WiFi goes down, can you jump on a 'hotspot'? If a mic stops working do you have a spare? If the films won't play, have a version pre-loaded on YouTube or Vimeo.
c) Start on time. There is a high expectation that calls should start "as advertised" and finish on time – to the minute. Practice your presentation timings and remember hand-overs and Q&A take longer in a virtual meeting environment because there's often less spontaneity between participants.

d) Pre-plan the running order of the presentation and practice the hand-overs to colleagues. In the virtual meeting environment this has to be less ad-hoc and more like TV chat show in nature. Perhaps, consider having a moderator for the meeting – especially during the Q&A session, who can direct questions to specific individuals and keep an eye on the time.

e) Consider the acronym W.A.I.T* (Why am I talking). In a virtual environment where an audience has a limited opportunity to read body language, what you say carries more emphasis. So, think about what you are going to say, make sure it adds value and be clear at all times.

f) Virtual meetings take longer. Watch the timings and don't over run.

3. The deck

a) If you are planning to share a presentation be sure to keep each slide simple, clear and legible so that they can be viewed easily on a wide array of devices from smart phones to projectors.

b) Avoid 'fussy' fonts and over designed templates that make readability harder

c) Balance face time and slide time. Nobody wants to sit through hours of slides plus it's hard to build a relationship with a disembodied voice!

d) Remember video playback can be problematic if the bandwidth low. It's also better to embed media files into the presentation to avoid having to swap between applications during the presentation. Do have a back-up on YouTube etc.

e) Have the deck ready to share with the client in case of any serious connection issues. You might wish to have it uploaded to Dropbox or WeTransfer so that you can quick send the link to the client.

4. Chemistry

a) Chemistry is still an important aspect of a pitch meeting but it's harder to achieve in a virtual environment. Here are a few tips that might prove helpful

b) Have one camera and mic per presenter so that you don't have multiple people crowing around a single webcam

c) Look down the lens and not at the screen- this is about making eye contact with the person watching and appearing open. According to Tony Spong, Managing Partner at the AAR, *"if* *you are naturally good at building chemistry face-to-face, then chances are you are equally good at it on video. Many of the same rules apply."*

d) Demonstrate the friendship and chemistry between your team. Maybe tell short stories or use nicknames. This can be infectious.

e) Don't speak across your colleagues. In a virtual meeting when the screen view switches between speakers, this can be confusing to watch, hard to hear what's being said and emphasises that you've just interrupted a colleague.

f) Think about the structure of the meeting. Build in specific opportunities for discussion because this rarely happens spontaneously in a virtual situation.

g) Expect silence when you stop presenting. It's an odd thing but often virtual audiences don't offer up approval, applause or even comments. It is often worth having a colleague thank you just to make for a more 'comfortable' closure.

h) Consider sending bios and pictures to the client ahead of the meeting so they know a bit about the people on the call. Maybe include some personal information so that there's a more human level connection.

i) Passion and energy for the client's business also goes a long way to making a positive connection.

j) Stand up. The convention on with virtual meetings is to present whilst sitting down but for important presentations, you may want to stand up. This frees your arms and legs to move and more akin to 'presenting in the real'.

k) Don't forget to smile… even when it goes wrong!

5. Post meeting

a) All the same rules as before the pandemic apply now…

b) Send the client a copy of the presentation the same day.

c) Ensure it has your contact details clearly on the document.

d) Thank the client for their time.

e) Follow-up a few days later. It is okay to demonstrate that you are keen for their business.

f) If the client is using a 'pitch broker' be sure to keep them in the loop – ultimately, they can be ally to your cause.

<u>**Good Luck!**</u>

thenetworkone would like to thank the following people for their contributions to this document

- Robin Bonn, Founder, Codefinery, UK
- Matthew Kasindorf, 4A's Senior Vice President – Business Intelligence & Insight, USA
- Tony Spong, Managing Partner, AAR, UK
- Felicitas Lenz, Director, The Observatory International, Germany

*Stephanie Scott, SmartBrief, 24.08.20, https://www.smartbrief.com/original/2020/08/reclaimhome-court-advantage-virtual-presentations

benefits of membership

As a member of thenetworkone, you are part of the world's largest network of independent agencies on-demand. You can also access a growing range of exclusive member benefits. Some of these have been adapted for delivery during the pandemic period whilst other are new and designed to help independent agencies compete better against their competitors. A summary of these follows, but if you'd like to know more, please contact Stephanie Fox:
stephanie.fox@thenetworkone.com

Services we continue to provide, for your membership fee:

1) An internationally recognised accreditation guarantee by thenetworkone, of the quality and professionalism of your agency. We only accredit agencies we know personally.

2) A 'credentials pack' including logos, PowerPoint templates, presentation materials and documents, for you to include in your credentials as and when you wish.

3) Our guide to presenting your network, winning international pitches and handling international accounts, based on many years of our experience.

4) Inclusion of all relevant information you supply, in the database of agencies we use to develop new business opportunities.

5) Introductions on request, to appropriate and well-qualified partner agencies in 109 countries, serving all developed markets worldwide.

6) Introductions also to world-leading independent specialist companies in related fields e.g. web and e-commerce services, marketing technology, media management, packaging, econometrics, mergers and acquisitions, etc.

7) Where appropriate, a 'custom built network' of appropriate, conflict-free partner agencies for specific client opportunities; with profiles of each agency.

8) Online global account and project management services, provided in partnership with a leading global specialist in this field; plus 'preferred partner' recommendations for services in digital asset management, rights negotiation, legal and tax services

New services we have introduced, in response to the Covid-19 pandemic and the "new normal" which will follow it:

9) A program of free online content via opt-in emails and our website, some exclusive to members:
    a. Our free "Wednesday webinars" at least 20 per year, on topics designed to enable independent agencies to keep up with new trends and developments which are shaping our industry
    b. Regular thought leadership articles, from world leading experts on a major aspect of our business: PR, media, creativity, technology and the digital world – including our celebrated "Cannes Review"
    c. A monthly digest of news, trends and developments in the marcoms sector, of special relevance to independent agency leaders
    d. A monthly newsletter / forum with inspirational ideas and initiatives from independent agencies around the world

10) A new program provided at affordable cost, of online consulting and C-level coaching for senior agency leaders.

11) A monthly update on how health, well-being, safety and travel issues are impacting independent agencies, their clients and the business world generally

12) Opportunity to help design, participate in and receive, an annual survey of independent agency leaders from around the world – examining how agencies are responding to challenges and opportunities which many other independent agencies also face.

13) Advance booking opportunities and special members-only discounts for our flagship annual conference, "The Indie Summit", the Indie Awards and the Indie Forum. While these cannot be held live and in-person, we will hold virtual or hybrid versions designed to provide a comparable level of learning and networking experiences.

When health, safety and travel restrictions allow, we will also re-instate our traditional live events program:

14) Networking opportunities via the above workshops and also through thenetworkone sponsored events at Cannes, The Global PR Summit, SxSW and other conferences and festivals.

15) An exchange program, where agencies exchange a creative team or an account / planning combo for a short period, with a thenetworkone agency in another country. A terrific mindbroadening and motivational experience, for all concerned.

inter-agency exchange

For several years thenetworkone has managed an in-person inter-agency staff exchange program for its member agencies. The program enables participating agencies in different countries to exchange employees for a few weeks. These individuals benefit from a meaningful intercultural experience, sharing ideas and skills whilst forging links and professional friendships that would not otherwise have existed.

Now, whilst an in-person exchange might not be possible at the moment in time, thanks to affordable and reliable video conferencing and digital collaboration tools, we've be able to reimagine the exchange program for the digital world. Almost anyone from anywhere can easily participate in the program via a smart phone or, their laptop with internet connectivity

The digital exchange program is a wonderful way to meet new agency people from around the world, build your personal network and experience new ways of working with different agency teams and their clients… all without the jet lag!

section 3 – legal information

summary of terms of business with agencies

thenetworkone works with advertising, public relations and other marketing and communications agencies in three main ways:

> 1) *we maintain a comprehensive database of independent agencies in 115 countries, which we have personally evaluated and accredited*
>
> 2) *we introduce new business from our own multinational clients and prospects and through referrals from other agencies*
>
> 3) *we provide the resources necessary for agencies without traditional networks, to pitch, win and manage international assignments, through our membership program, publications and events*

Our standards terms of business are as follows:

1) accreditation of agencies

Accreditation of any agency by thenetworkone, implying an endorsement of the agency's quality and capabilities, will be at the discretion of thenetworkone. If we decide to accredit an agency, we will not publicise that accreditation in the public domain without the agency's agreement.

We accredit agencies in good faith, based on our judgment and information known to us. However, we are not able to accept liability for agencies' or clients' actions or performance. thenetworkone acts as advisor but not as principal in any contractual relationship, unless and until a contract is established otherwise.

Accredited agencies agree to supply, and that thenetworkone may retain, information about their businesses, necessary for us to recommend them for appropriate assignments. This includes date of foundation, ownership, key contacts, principal capabilities and major clients. Agencies are encouraged to provide other relevant information about their businesses to help us assess their suitability for assignments. This information will be securely held on our database and will only be used in connection with the provision of services outlined in this document.

Note that accreditation by thenetworkone is non-exclusive. We normally accredit more than one agency in each country. Accreditation does not prevent the agency from accepting business from other sources or belonging to other international organisations.

2) thenetworkone membership:

Accredited agencies may choose to become members of thenetworkone. Membership provides leading independent agencies in any market, with the necessary resources to compete effectively with traditional multinational agency networks.

Included in this is the agencies' right to publicise their membership of thenetworkone and to use thenetworkone identity and materials in their own literature and presentations, for the duration of their membership.
Members agree:

- to keep thenetworkone informed, if they commission work from, or introduce clients to, agencies recommended by thenetworkone
- to respect thenetworkone's right to receive commission from agencies in other countries, who we have recommended as local partners.
- to recognise thenetworkone's ownership of our trademark and associated materials
- only to use thenetworkone logos and graphic materials in accordance with thenetworkone corporate identity guidelines which are supplied to all new members.

Subject to this, thenetworkone will provide support for the member agency within reasonable limits, taking into account the cost of membership, including:

- graphic and other materials enabling the agency to present itself as an accredited member of thenetworkone
- recommendation of local partner agencies covering 115 countries, including all major markets
- support and advice in developing international strategies and creative work
- sharing of experience in sub-contracting and other aspects of managing international assignments
- co-ordination of input from key markets as required
- additional member benefits as described in the current membership application document

Members receive priority in new business introductions, where more than one agency is equally well qualified to handle an assignment.

The cost of annual membership is £2,650 GBP or €2,950 EUR or $3,500 USD per calendar year (January through December). The membership fee is payable at the start of each year and is nonrefundable.

There is no separate joining fee, but agencies must pay a full year's subscription on joining. If members join after the first quarter, their following year's fee will still be payable in January, but will be reduced proportionally: so agencies joining in April-June will pay 75%, July-September 50%, October-December 25% of the regular rate in the following year.

Annual membership will be renewed automatically unless cancelled in writing by either party before the start of the year. thenetworkone will send a reminder of this in mid-December.

Membership may be terminated by either party at three months' notice, in the event of a change of ownership or control. Membership may be terminated immediately in case of gross misconduct or bringing the name of the other party into disrepute. Fees already paid will not be refunded.

At the discretion of thenetworkone, membership services may be withheld until payment is received, if fees remain unpaid for more than three months and after two reminders. If fees still remain unpaid at the end of a calendar year, membership for the following year will be cancelled automatically.

If a membership is cancelled and the agency subsequently applies to re-join, an additional re-joining fee of GBP 700, or the equivalent in Euros or US Dollars.

3) introduction of new business

We recommend members and other accredited agencies to our clients, on the basis of our judgment as to the agency's suitability for the assignment. We never commit the agency to accepting any assignment without the agency's clear agreement in advance.

In the event of accepting business from a new client introduced by thenetworkone, the agency agrees:

- to inform thenetworkone when a contract is made with an introduced client, or (if no formal contract is made), when income is first received from the client
- to pay to thenetworkone a commission of 7% of the agency's fee, commission or equivalent income from the client(s) we introduce, for a period of one year from the date of the agency's first invoice to the client in question. This commission period may be extended at the agency's request, if the agency wishes thenetworkone to provide continuing active support to the agency in servicing the client's business.
- to report income quarterly by means of a simple form, supplied by thenetworkone.
- to inform thenetworkone with a minimum of three months' notice (and always before informing the client) if the agency wishes to resign a client's business after starting to work for that client.

All information regarding any new business opportunity is provided on the strict understanding that it will be kept confidential, unless the information is already in the public domain.

All introductions are made on the understanding that if accepted, the agency will respect and adhere to all local laws and international standards of financial transparency, as well as any contractual terms made known in advance by thenetworkone or the client.

Changes to these terms and conditions

Any changes to these terms and conditions will be individually advised to all members. The currently applicable terms of business will at all times be posted on our website, www.thenetworkone.com.

For further information please contact Julian Boulding or Alfie Buisson, Directors of thenetworkone:

Tel: +44 20 7240 7117

Email : julian.boulding@thenetworkone.com or Alfie.buisson@thenetworkone.com

All contractual and other business relationships entered into by thenetworkone are governed by the laws of England, unless agreed otherwise in writing.

thenetworkone » means thenetworkone Online Limited, whose registered address is 3rd Floor 48 Beak Street, Soho, London, W1F 9RL, United Kingdom.

Example Agreement

This agreement is made on [date] between thenetworkone online Limited, whose principal place of business is at 3rd Floor, 48 Beak Street, Soho, London, W1F 9RL, U.K. ("TNO"); and [________________], whose principal place of business is at [_______________] ("the Agency").

Introduction

TNO has agreed that it may introduce [Client], (the "**Client**") and possibly other clients, to The Agency. This agreement sets out the terms agreed between the parties in relation to the payment by the agency to TNO of an introduction fee, in the event that the agency provides advertising and/or other marketing communications services ("**Services**") to the Client and/or its subsidiaries or associated companies.

The parties agree as follows:

1) This agreement is made in the expectation that the agency may enter into a contract for the provision of Services to, and/or receive an order or other request for Services from, the Client and/or any of its any subsidiaries or associated companies. References to the "Client" in this agreement shall be taken to include such subsidiaries and associated companies.

2) If a Client is proposed by TNO to the Agency, the Agency shall as soon as practicable either confirm its interest in working for that client (subject to agreement on terms of business) or decline to work for the client. If the Agency already has a business relationship with the Client, the Agency will immediately inform TNO (with evidence if requested) and the commission described below will not be payable.

3) If no contract is entered into, or request for Services is made, within one year of the date of the first introduction of a Client, the agreement will lapse in respect of that client.

4) The agency shall notify TNO immediately in the event that it enters into any contract with the Client for the provision of Services and/or receives any order or request for Services from the Client.

5) In consideration of its introduction of the Client's business to the agency, TNO shall be entitled to a fee equal to 7% of the Gross Income received by the agency in respect of all Services provided to the Client during the longer of a) the period during which the Agency requests TNO to provide active support to the Agency in managing the Client's business or b) a one year period commencing on the date of the first invoice issued by the agency in respect of such Services (the "**Commission Period**"). This may include sums invoiced after the Commission Period (such as deferred commission, incentive payments etc.). For this purpose, "**Gross Income**" means the fees paid by the Client for the time spent by the agency and its personnel in providing the Services plus any

commission directly or indirectly paid by the Client to the agency in respect of third party costs, success fees or other reason. Gross Income shall not include re-chargeable third party costs (such as models' and/or actors' fees or production of printed material) or out of pocket expenses (such as travel expenses and courier costs) incurred by the agency in performing the Services.

6) Fees due from the agency to TNO shall be invoiced at three monthly intervals. Within 14 days of a request by TNO, the agency shall send TNO a statement of the Gross Income earned by the agency during the preceding three months, in relation to Services performed for the Client during the Commission Period. TNO shall invoice the agency for its fee in the same currency in which the Gross Income has been received by the agency, provided the agency has notified TNO of the relevant currency. The agency shall pay TNO's invoices within thirty days of receipt provided the Income has been received by the Agency from the Client; or otherwise, as soon as practicable thereafter.

7) The agency shall maintain and retain, throughout the Commission Period and for a period of two years thereafter, proper, complete and accurate records of the Services performed for the Client and the sums invoiced by the agency in relation to the same. TNO shall have the right, either itself or through its external professional advisers, at any time during the Commission Period and the period of two years thereafter, to inspect and take copies of such records on not less than seven days prior notice to the agency, in order to verify the amounts paid to TNO under this agreement. In the event that any such inspection reveals any underpayment, the agency shall forthwith pay the shortfall to TNO, together with all of TNO's costs and expenses incurred in conducting the inspection.

8) The agreement may be cancelled by either side upon one month's notice in writing but shall continue in force in respect of Client introductions already made.

9) This agreement is governed by the laws of England and Wales and each party submits to the exclusive jurisdiction of the courts of England and Wales for the resolution of any dispute arising under or in relation to it.

10) This agreement contains all the terms agreed between the parties regarding its subject matter and supersedes any prior agreement, understanding or arrangement between the parties, whether oral or in writing. It can only be varied in writing signed on behalf of each of the parties by a duly authorised officer.

11) Both parties agree to keep the terms of this agreement and any business information given in respect of clients or prospective clients other than that already in the public domain confidential at all times, including after the expiry of the agreement.

Signed: ________________________	________________________
Name: ________________________	________________________
Position: ________________________	________________________
Date: ________________________	________________________
For [Agency]	For thenetworkone management limited

section 4 – requesting our help agency database form

Please tell us about your agency by completing our simple online form – it takes just a few minutes.

https://thenetworkone.com/database-form/

The information you provide helps us to match your agency with suitable opportunities as they arise so, it's really important that you complete this form accurately and as soon as possible after becoming a member.