



CAA - INVITATION

CREATIVE GROWTH GROUP GREW ITS APPEAL.

Rebranding effort for annual event increased involvement.

CHALLENGE » Creative Growth Group (CGG), an association that helps professional service firms attract and develop clients, wanted to update the brand for their annual Client Advisor Awards (CAA). Specifically, they wanted something that better reflected the collaboration, creativity and credibility that defined the organization and event.

SOLUTION » Soloflight began the process by identifying all existing and desired marketing avenues for the CAA event. We then reworked all elements into a cohesive brand featuring impactful iconography, a bold color palette and well-organized information. Producing a breadth of work that was polished and dramatic, we were able to unify the CAA brand with the CGG's brand.

RESULTS » The alignment of the CAA brand with the CGG brand created public awareness of the organization's mission and the event, where participation has increased annually since the re-branding occurred.



CAA - SPONSOR PACKAGE

CAA
THE CLIENT ADVISOR AWARDS
Judging Criteria

COLLABORATION - successful professional services providers will consistently demonstrate a team-oriented approach to their client and colleague relationships. Successful client nominees operate as if the professional service advisor is a virtual part of their organization while, at the same time, respecting all legal and ethical boundaries.

CREATIVITY - successful professional services providers will consistently demonstrate innovative approaches to solving client problems and to growing the client-advisor relationship. Successful clients consistently encourage their providers to provide innovative approaches to solving client problems and to growing the client-advisor relationship.

CONTENT AND VALUE-ORIENTATION - successful professional services providers will consistently demonstrate thought leadership on behalf of their clients. Successful client nominees look beyond fees and pricing of professional service firms to the total value provided.

CAPABILITY - successful professional services providers will consistently maintain and demonstrate their subject matter expertise and capabilities at the highest levels of their profession. Successful client nominees appropriately staff engagements with client-side personnel who meet their obligations to client-advisor projects to ensure successful deliverables.

CREDIBILITY - successful professional services providers will consistently demonstrate integrity and the ability to build and sustain trust at the highest levels of their client base. Successful client nominees consistently manage professional service firm relationships in a forthright, high-integrity, intelligent and humane manner.

CELEBRATE 08

creative growth group

CELEBRATE THE PROFESSIONAL SERVICES FIRM OF THE YEAR

CGG - CALENDAR

FOR LEADERS ONLY

CAA
Client Advisor Awards

Atlanta's most influential executives and professionals are invited to attend the prestigious Client Advisor Awards showcasing excellence and impact in the relationship between Atlanta's professional service firms and their business clients. The Awards will be presented during a Luncheon ceremony on December 4 at 12:00pm in Atlanta, GA.

PRESENTED BY
creative growth group **G** ATLANTA BUSINESS SCHOOL ALLIANCE

SPONSORED BY

For registration and attendance details please visit www.clientadvisorawards.com

CAA - ADVERTISEMENT

CELEBRATE 08

creative growth group

CELEBRATE THE PROFESSIONAL SERVICES FIRM OF THE YEAR

REMARKS Our business is growing your business. After decades of researching and applying knowledge about how professional services firms grow through talent, advisor-based relationships, Creative Growth Group empowers business growth with Partnerwise Councils - a set of unlimited peer groups, professionals facilitated to expert client development coaches. Each group is composed of highly competent and motivated professionals who share a common need to accelerate remaining activities and strengthen their network. Professionals who are accepted to The Partnerwise Council program enjoy collaborative client development system with proven revenue-generating success.

A MESSAGE BY THE BOARD We are proud to be part of a great team of professionals who are the driving force behind making our business flourish through our business. Results obtained demonstrate. And welcome new growth.

LEARNING BY BEING We help you grow your business by doing it with you. Together we develop strategies and tactics based on your client-specific objectives and position in the marketplace. Then we take the approach to your personal strengths and skills.

SUPPORT Enjoy client development success. Increase the ROI on your client development efforts. From engaging new clients to deepening existing relationships, our concrete support system helps professional professionals become effective client development coaches. We identify "help you pursue and win clients by identifying your "Close to Home," establishing appropriate client development goals for you and your firm, finding the right new prospects to meet your goals and coaching you and your colleagues to successfully approach and attract new business.