

# industry talks



With more than 15 years advertising industry experience, Darren Woolley has developed brand and business communication strategies for a broad range of organisations. He held the position of Creative Director at J Walter Thompson and was President of the MADC for two consecutive terms.

Darren is the founder of TrinityP3, a marketing management consulting company with a national network of more than 20 industry professionals, that helps people to achieve commercial purpose through creative process. TrinityP3's client base includes more than 40 of Australia's top 100 advertisers.

Leveraging their extensive knowledge of the marketing and advertising industry, TrinityP3 helps advertisers achieve maximum value from their budget by providing cost benchmarks, industry best practice knowledge, training and independent third party advice on agency selection and remuneration, media planning & buying, direct & interactive marketing, tv and print production and pr. They are at the leading edge of decision making in the marketing and advertising industry that spent over \$18 billion in 2007.

Darren has been named in AdNews Power 50: Most Powerful People in Advertising since 2005 and is a regular contributor to AdNews, B&T, Marketing magazine, Marketing Matters and Procurement Professional.

## About TrinityP3

TrinityP3, Australia's leading marketing management consultants, consulted on over \$800 million in marketing expenditure in 2007. Benchmarking and assessing current processes and costs, TrinityP3 identifies opportunities for greater efficiencies and effectiveness in all aspects of marketing communications including advertising, media planning and buying, public relations, digital and direct marketing. Working with the majority of Australia's top 200 companies, TrinityP3 has delivered significant savings in cost and time to market through service provider review and selection, process assessment and improvement, contract negotiation, remuneration modelling, cost benchmarking and training.

See over for recent profiles and speaking engagements.

TrinityP3 – commercial in confidence

# profile

**recent profiles on Darren Woolley**

**Power 50 - No.43**

AdNews, July, 2007

**Talking Business with Peter Switzer**

Qantas InFlight, January, 2006

**Adland's new broom**

BRW, September 22, 2005

**recent speaking engagements by Darren Woolley**

**Getting the best from your Marketing Partners**

American Chamber of Commerce, Hong Kong, June 2008

**They do the Magic you do the Logic – Buying Marketing Services**

CIPSA Public Sector Procurement Forum, Sydney, March 2008

**Strategies to deal more cost efficiently with directories such as Sensis**

Supply Clusters, Sydney, March 2008

**Helping People Achieve Commercial Purpose through Creative Process**

APMA, Sydney & Melbourne, February 2008

**Managing Production Costs**

Federal Government Communications Unit, Canberra, September 2007

**Bitchin' about Pitchin'**

Network Conference, Sydney, August 2007

**Creating collaboration through remuneration and contracts**

Advertising, Marketing & Media Summit, Melbourne, July 2007

**Accessing the new consumer - changing communication models**

6th Annual Advertising and Marketing Summit, Sydney, June 2007

**The death of ATL, BTL and TTL**

Premier Global Webinar, Worldwide Distribution, May 2007

**Television Production for Advertisers**

P3TV Industry Workshops, Nine Network Melbourne & Sydney, May 2007

**Indirects - achieve a direct hit on profitability**

The Faculty Breakfast Series, Melbourne, April 2007

**Digital Remuneration**

AFA, Sydney, January 2007

