

# In-House Agency Day @ MGM Resorts International

The growth of in-house agencies at client-side marketers is substantial and changes the landscape of the advertising industry. A new ANA study, [The Continued Rise of the In-House Agency](#), concludes that in-house agencies have grown beyond being known for "quick and cheap" to providing a broad range of services, including strategy, creative for traditional media, creative for digital media, and media planning/buying. Hear more about how this shift to in-housing has impacted the advertising industry.

Join us for a fun and informative day, hosted by **MGM Resorts International** and hear about in-house agency success stories. This ANA 1-Day Conference features sessions from leading marketers and thought leaders who will share their in-house agency case studies.

## **When:**

**Start:** Wednesday, June 5, 2019 at 8:15am

**End:** Wednesday, June 5, 2019 at 2:00pm

## **Where:**

Park MGM Las Vegas  
3770 S Las Vegas Blvd.  
Las Vegas, NV 89109

## Agenda

TIME	EVENT DETAILS
8:15am	<b>Breakfast</b>
9:00am	<b>Opening Remarks</b>
9:10am	<b>MGM: DISRUPTING MEDIA BUYING THROUGH INNOVATION</b>

TIME	EVENT DETAILS
	<p>Stop and ask yourself why a particular process is the way it is and you just might have an 'a-ha' moment. That's what happened when MGM Resorts International examined its media buying process. Through strategic changes in their media buying, including introducing in-house media planners and buyers, zero-based media planning, a media tech stack, and a strategic media measurement framework, MGM Resorts has been able to disrupt the media buying space and capitalize on the results.</p>
	<p><b>Megan Estrada</b> Vice President, Media MGM Resorts International</p>
9:55am	<p><b>TACO BELL: CREATING OUR IN-HOUSE AGENCY, TBD</b></p> <p>Taco Bell Design or To Be Determined? Perhaps both. We are TBD: a collective of taco-craving creators and curators creating craveable taco creative. Learn more about Taco Bell's in-house agency in this session.</p>
	<p><b>Christopher Ayres</b> Executive Director, Creative Taco Bell Corp.</p>
10:40am	<p><b>Networking Coffee Break</b></p>
11:05am	<p><b>GORILLA GLUE: TACKLING BROADCAST COMMERCIALS IN-HOUSE</b></p> <p>Join Gorilla Glue's in-house creative director and learn the creative techniques Gorilla Glue employed to explode their brand from print-advertising to best-in-class broadcast creative--without an agency of record. With more than 25 TV spots written in-house, and produced directly, Lauren Connley, vice president of global creative services, will share how she built The Gorilla Glue Company's in-house model, including different approaches for generating and selecting ideas and tips for brands working directly with production.</p>
	<p><b>Lauren Connley</b> Vice President, Global Creative Services &amp; The Gorilla Way The Gorilla Glue Company</p>

TIME	EVENT DETAILS
11:50am	<b>Luncheon</b>
12:50pm	<b>BOEING: TURNING KRYPTONITE INTO SUPERPOWERS</b> <p>How do you get your in-house team some respect? By taking a hard look at what needs fixing, and fix it. In this case study, Wayne Barringer, director, creative services at The Boeing Company, will share how his team transformed a fractured creative services team into a smart, efficient, sought-after resource for Boeing by being honest about their weaknesses and taking strong action to strengthen them.</p> <p><b>Wayne Barringer</b> Director, Creative Services The Boeing Company</p>
1:35pm	<b>OPTIMIZING YOUR IN-HOUSE AGENCY</b> <p>As more and more brands create internal capabilities and expand existing in-house creative services, there is an increasing need to create operational efficiencies and drive continuous process improvements. Blum Consulting Partners will review best practices for setting up and operating your in-house agency and help you identify the gaps in your production process to see where you can optimize your organization.</p> <p><b>Alex Blum</b> Founding Partner Blum Consulting Partners</p> <p><b>Andrea Ruskin</b> Strategic Consultant/Partner Blum Consulting Partners</p>
2:30pm	<b>Conference Adjournment</b>