

# The Future Marketing Manager

A popular interactive full-day workshop for marketers and business developers who are looking at how to position and prepare themselves for their first management role. This is part of the well established series of courses supporting marketers as they progress through their careers in the professions. The workshop qualifies for 6 hours CPD.

Intermediate  
level

This course contains a number of group exercises which provide ample opportunity to talk to and learn from other participants.

## Topics covered

Why choose PM  
Forum training?  
See overleaf...

### HARD ISSUES

#### What is a manager?

- Definitions, expectations and job specifications
- Marketing standards for a manager
- Competencies and development programmes

#### The big picture – Taking a broader view

- Getting to grips with professional firm strategies
- Profitability and financial dynamics
- Marketing as part of the management mix

#### Strategic marketing and business development

- Strategic perspectives – and how to apply them
- Marketing vs. business development
- Markets vs. services
- Strategy development – the options

#### Developing a marketing plan

- Your first marketing audit
- Setting SMART goals
- Agreeing a budget

### SOFT ISSUES

#### Being perceived as a manager

- Self perception
- Communications and confidence
- From specialist to generalist

#### Gaining partner buy-in

- Understanding partner perspectives
- Coping with difficult partners

#### Running a team

- Selecting and supervising a team
- Project management
- Dealing with underperformance

#### Motivating yourself

Wednesday 11 April 2018

Thursday 18 October 2018

This full-day workshop takes place from 10.00 to 17.00 and includes lunch, morning and afternoon refreshments.

To facilitate interaction, workshops are restricted to 18 attendees – maximum of four from the same firm

## Trainer



**Kim Tasso** has worked within and for over 200 professional partnerships in the legal, accountancy and property sectors for over 20 years and continues to do so as a management consultant.

She also has direct client exposure from working with organisations in the technology, education, creative, media, real estate and not-for-profit sectors and through her work with a leading business school.

Unusually, she combines psychology, marketing and business qualifications so is effective both as a professional trainer, facilitator and coach and also as a subject matter expert in a variety of strategy, marketing, selling and relationship management topics.

She is highly rated as a trainer and coach for lawyers, accountants and surveyors and also lectures on Chartered Institute of Marketing (CIM) professional marketing qualifications for Cambridge Marketing College.

She is the author of books on growth strategies, business development, media relations and business development and a prolific conference speaker and journalist. She is commissioning editor for PM magazine.

Further information at [www.kimtasso.com](http://www.kimtasso.com).

## Eligibility



This training course is open solely to member firms of the **PM Forum**, a worldwide group of over 4,000 marketers in professional services firms. Visit [www.pmforumglobal.com](http://www.pmforumglobal.com)

## Why PM Forum training?

Courses are designed and delivered by qualified and experienced professionals who:

- have substantial experience working with both senior fee-earners and marketing/business development professionals in large and small professional service firms across the legal, accountancy and property industries as well as a variety of client markets
- have psychology credentials and many years' experience in learning and development to ensure an optimum learning experience
- are subject matter experts in strategy, marketing, selling, client relationship management and interpersonal skills who continue to practice and are therefore familiar with the latest developments

And delegates receive a productive learning experience because:

- There is a balance between knowledge transfer and active learning through interactive discussion and group exercises
- Courses are highly experiential – where idea sharing and networking are encouraged
- As well as copies of the presentation material, courses also include work sheets and supplementary materials with guidance for further learning. Some courses have exclusive booklets tailored to the needs of delegates
- Course leaders are experienced coaches with experience in career development and certificates of completion are issued for use in Continuing Professional Development (CPD)
- Dialogue can continue after training through members-only LinkedIn communities
- Only PM Forum members can attend events

## Venue

11 April: Orrick, Herrington & Sutcliffe (UK) LLP, 107 Cheapside, London EC2V 6DN

18 Oct: tbc, Central London

## Fees

First attendee £365 + VAT  
Second attendee £355 + VAT  
All subsequent attendees £345 + VAT

**Maximum of four attendees from the same firm.** Prices are only for attendees booked concurrently. No booking can be confirmed without payment. The fee includes: tea/coffee in morning and afternoon • lunch • handout of workshop material

## Cancellations/Substitutions

Due to the restricted number of places, refundable cancellations are only accepted up to one month prior to the event (a cancellation fee of £25 + VAT will be incurred per person). Substitutions can be made at any time. PMI reserves the right to cancel with no liability beyond refund of fees paid.

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Position .....	Position .....	Position .....
<input type="checkbox"/> 11 Apr <input type="checkbox"/> 18 Oct	<input type="checkbox"/> 11 Apr <input type="checkbox"/> 18 Oct	<input type="checkbox"/> 11 Apr <input type="checkbox"/> 18 Oct

Firm ..... Type of firm .....

Address .....

..... Postcode .....

Tel ..... E-mail .....

Please enclose a cheque made payable to *Practice Management International LLP*  
or pay by Visa/Mastercard/Maestro/AmEx (*please circle one*)

Cardholder name: ..... Amount: £ .....

Security

Card number: ..... Expiry date: ..... code: .....

Signed ..... Date .....

*Confirmation of booking will be sent by return along with a VAT receipt*

Please return this form to: **PM Forum, 422 Salisbury House, London Wall, London EC2M 5QQ**  
**Tel: 020 7786 9786 training@pmint.co.uk www.pmforum.co.uk**