

# Unmissable Marketing

Develop your potential



## Client feedback

Tuesday 20 April 2010 - 8.30am to 10.00am

Almost all professional services firms gather client feedback one way or another, either by undertaking independent partner reviews, key account reviews, post transactional feedback or other means; but which method is best?

In its simplest form, client feedback can assist in the tactical management of client accounts, but when integrated into the DNA of a firm can become an important information source to support and manage professional reputation, brand, service delivery, risk, remuneration and business development activity.

This session is aimed at those seeking to influence strategy and their leadership, it will examine how an existing programme can be revitalised, or a new approach adopted as well as:

- information collection techniques,
- interpretation of findings
- motivation of fee earners to participate
- processes to minimise implementation costs
- data protection and ethics questions
- HR and associated personal development considerations.

**Derek Jones**, managing director of AcuiGen, joined the Royal Navy as an officer before qualifying as an Observer in the Fleet Air Arm flying Lynx helicopters; in this role he was primarily involved in information collection, evaluation and decision making to win. He later completed an MBA at Cranfield School of Management in 1992 where he studied marketing and information management. AcuiGen have since completed many tens of thousands of interviews evaluating service delivery for professional services firms, blue chip and public sector clients, in a range of projects across the UK & EMEA.

**To facilitate interaction, each workshop is restricted to 18 attendees**

Venue: Norton Rose

3 More London Riverside  
London SE1 2AQ

Fee: £50 + VAT

No booking can be confirmed without payment.

The fee includes: breakfast • drinks • handout of workshop material

### Cancellations/Substitutions:

Due to the restricted number of places at each workshop, refundable cancellations are only accepted two weeks prior to the event (a cancellation fee of £10 + VAT will be incurred).

Substitutions, however, can be made at any time.

PMI reserves the right to cancel with no liability beyond refund of fees paid.

## Client feedback – 20 April 2010

Name ..... Position .....

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

Address .....

..... Postcode .....

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

I enclose a cheque for £..... made payable to *Practice Management International LLP*.

I would like to pay by Visa/Mastercard/Maestro/AmEx (please circle as appropriate)

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

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

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

*Confirmation of booking will be sent by return as well as a VAT receipt*

Please return this form to:

**PM Forum, 422 Salisbury House, London Wall, London EC2M 5QQ**

**Tel: 020 7786 9786 Fax: 020 7786 9799 training@pmint.co.uk www.pmforum.co.uk**

