

Unmissable Marketing

Develop your potential



Digital – What is out there, what is it supposed to do and how would it work in professional services?

Monday 10 May - 12.30pm to 2.00pm

The way people behave is always changing, and the way we interact with each other is a big part of this. When you look at how people engaged with each other 10 years ago it is miles apart from how people communicate today. Actually if you look at how people communicated 12 months ago it has changed dramatically. People receive emails on their phone, check messages on Facebook, twitter, LinkedIn, video chat , etc.

It’s interesting to analyse how this affects the way we communicate with our clients. Client communications has not evolved in the same way as social media and many firms still rely on the partners to pick up the phone and visit their client’s offices. Whilst personal communications are still vital the function of marketing and digital channels is to support those relationships and ensure face to face meetings are as effective as possible.

The workshop is designed to give you a better understanding of:

- The digital channels that are out there and how they are being used
- The reports you can get from different digital channels and how they can be used
- Creating a business case for digital channels – a practical session

Edward Weatherall is the joint MD of Concep and has been introducing digital communications to professional services for over six years. **Dwain Thomas** is joint MD of Concep and has worked in digital strategy for over 15 years and has consulted with global organisations on the implementation of effective digital marketing initiatives. They have worked with organisations such as Lovells, Baker Tilly, Mazars, DLA Piper and Apple.

To facilitate interaction, each workshop is restricted to 18 attendees

Venue: Deloitte

2 New Street Square

London EC4A 3BZ

Fee: **£58.75** (£50 + VAT)

No booking can be confirmed without payment.

The fee includes: lunch • 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.

Digital – 10 May 2010

Name Position

Firm Type of firm

Address

..... Postcode

Tel Fax E-mail

I enclose a cheque for £58.75 made payable to *Practice Management International LLP*.

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

Cardholder name: Amount: £58.75

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

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