

Unmissable Marketing

Develop your potential



Getting buy in

Tuesday 18 May 2010 - 8.30am to 10.00am

Working as a marketer in a professional services firm can be a peculiarly frustrating existence for the faint of heart. Indeed as one senior partner in a law firm once said to me: "marketing wants to talk to me about strategy but I just want them to stuff envelopes!"

Marketing's ability to support a business effectively, to sell in ideas, and indeed to make initiatives work depends on its ability to get senior colleagues in the business to buy in for what marketing can offer in its broadest sense, and to encourage senior colleagues to adopt and sponsor (and involve themselves directly with) individual initiatives and ideas.

This is a huge topic and there is no quick fix to this challenge but this session aims to explore some approaches that marketing professionals might consider, looking at some key issues for discussion and some practical pointers for action. It includes looking at the issue from the perspective of audiences outside the marketing department including fee earners and external consultants. Topics covered will include:

- Building rapport – understanding your audiences' priorities
- The role of your own personal credibility and confidence
- The importance of not over-selling

Emily Morris has been marketing director of Rathbone Brothers Plc, a listed investment management and wealth management firm, for the last five years. She has worked in both in-house and consultancy roles in advertising, public relations and marketing for over 20 years almost exclusively looking at professional services and financial services firms.

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.

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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:

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