

Time, project and campaign management

Whilst the CIM has introduced an entire diploma course on marketing project management, this course is aimed at executives and managers find it helpful to review the three linked processes of time, project and campaign management from a more practical perspective. More junior marketing and business development staff may find the “Personal effectiveness” course more appropriate to their needs.

The workshop qualifies for 3 hours CPD.

Topics covered

Introduction

- How do we use our time? Self-assessment
- The particular challenges facing marketing/business development staff
- The importance business/marketing plans – and working without them

Time management

- Assessing our time management effectiveness
- Goal setting strategies
- Creating space – Favourite time management strategies and tools
- Changing ourselves vs. changing others

Project management

- What types of projects do we have to manage?
- Project management processes and tools – in a nutshell

Campaigns

- Integrated marketing communications campaigns
- Sales and relationship management campaigns
- Cross marketing team and cross firm collaboration

Summary and close

Eligibility

This training course is open solely to member firms of the **PM Forum**, a worldwide group of over 5,000 marketers in professional services firms.



Further information can be obtained at www.pmforum.co.uk or by calling 020 7786 9786.

Thursday 29 April 2010

This half-day workshop takes place from 9.00 to 12.30 starting with a light breakfast.

To facilitate interaction, the workshop is restricted to 18 attendees.

Trainer

Kim Tasso is an independent consultant with over 20 years' experience of strategic planning, marketing, business development, selling and client management in the professions. Her career started in sales and marketing in the technology sector. After senior in-house roles at Deloitte and



Nabarro she started her consultancy in 1994 and has since worked for over 300 firms in legal, accountancy and surveying including: BNP Paribas Real Estate, Colliers CRE, Haysmacintyre, Grant Thornton, Hempsons, Keating Chambers, Olswang, Mayer Brown, Sjbrown, Royds, Stiles Harold Williams, Thomson Snell & Passmore and Weil Gotshal.

She has an honours degree in psychology and is an NLP Practitioner. She has post graduate diplomas in marketing and professional coach/mentoring and an MBA. As a freelance journalist she has had many articles published in marketing, banking, property and legal magazines. *Dynamic Practice Development – Selling Skills and Techniques for the Professions* was published in 2000. She co-wrote *Media relations for property* in 2006 and in 2009 her management book *Growing your property partnership – Plans, people and promotion* was published. She is a frequent lecturer at commercial conferences and was formerly a lecturer on post graduate CIM diploma courses.

Further information at www.kimtasso.com.

For more information on other training workshop visit www.pmforum.co.uk/training

Fees

First attendee	£195 + VAT
Second attendee	£185 + VAT
All subsequent attendees	£175 + VAT

These prices are only for attendees booked concurrently.

No booking can be confirmed without payment.

The fee includes: continental breakfast • mid-morning tea/coffee
• folder 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, however, can be made at any time. PMI reserves the right to cancel with no liability beyond refund of fees paid.

Venue

TBA
Central London

Booking details

Copy the booking form below for any more than three attendees.

For further information contact:

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

Time, project and campaign management - 29 April 2010

Name	Name	Name
Position	Position	Position
Firm	Type of firm	
Address		
..... Postcode		
Tel	Fax	E-mail
<input type="checkbox"/> I enclose a cheque for £..... made payable to <i>Practice Management International LLP</i> .		
<input type="checkbox"/> I would like to pay by Visa/Mastercard/Maestro/AmEx (<i>please circle as appropriate</i>)		
Cardholder name:	Amount: £	
Card number:	Expiry date:	
Signed	Date	

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

Please return this form to:

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

