



# Conference 2020 – The Replay



Did you miss this year's conference? Don't worry, here is a second chance to benefit from some of the key practical and inspirational presentations from the day, alongside close to real-life networking.

We will be showing the recordings of three presentations each day, interspersed by live, virtual networking breaks. Each half-day session is standalone but there is a discount for attendance at both. And any marketer who has been made redundant can attend both for free.

There has never been a more important time for effective marketing. This second chance will help equip you in the 'new normal' to start showing how and where you have a significant part to play in the success of your business.

## Day 1 – Wednesday 9 December, 9.30am to 1pm

### Who wants to be a trusted advisor? – Rippan Vig, Watson Farley & Williams

Rippan explores the power of adopting a strategic approach to address the perception and position of marketers in professional services, what added value really means and how to deliver it to elevate marketing from service to business partner.

### Building client value with account-based marketing – Bev Burgess

ABM delivers a higher return on investment than any other form of B2B marketing. Bev shares what you can expect from a successful ABM programme and how to design and execute the right programme for your firm.

### Create an award-winning marketing campaign – Sharon Collins, BDO

Sharon explains what turns a marketing campaign into an award winner. What does it take to engage and 'wow' awards judges as well as the target audience?

## Day 2 – Thursday 10 December 2020, 9.30am to 1pm

### Moving marketing up the value chain – Lucy Birch, David Nelson and Maria Jennings, PwC

The PwC team explain how to get buy-in and recognition from your stakeholders that marketing can be a significant driver of value, through the use of a data-led and outcomes-focused approach.

### ROI: more than just a calculation – Richard Crook, Charles Russell Speechlys

Getting approval for your ambitious marketing initiatives from non-marketers, for example FDs and CEOs, is never easy. Richard explores how to track the gain and costs as a project proceeds and calculate the final ROI on completion.

### The art of influence and the power of persuasion – Michael Fleming, Kissing with Confidence

Michael shares the 'Factors of Influence' and tips to help persuade and influence time-poor partners and a wide variety of other stakeholders.

## Where

Online

## When

Wednesday 9 December 2020

Thursday 10 December 2020

9.30 to 13.00 each day

## Fees

One day: £105 + VAT

Both days: £195 + Vat

**Free for anyone made redundant**

## Eligibility

This event is open solely to member firms of the **PM Forum**, a worldwide group of over 3,200 marketers in professional services firms.

Visit [www.pmforum.co.uk](http://www.pmforum.co.uk)

## Cancellations/Substitutions

Refundable cancellations are only accepted up to 14 days prior to the event (a 10% cancellation fee 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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Name ..... Position .....

9 Dec    10 Dec    Both    Redundancy member

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

Address .....

..... Postcode .....

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

Please 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: [conference@pmint.co.uk](mailto:conference@pmint.co.uk)

020 7786 9786   [www.pmforum.co.uk](http://www.pmforum.co.uk)