

Practical and professional skills for marketing/BD assistants

Beginners/
Intermediate level

A popular half-day interactive workshop – now online – for those with a basic understanding and some experience of marketing/BD who would like to develop their marketing/BD knowledge, skills, role and career within a professional service firm.

In 'Thinking' we review core theories and explore planning processes. In 'Doing' we develop and share best practice to improve implementation of typical communication activities. In 'Developing' we consider how to improve our knowledge, relationships, role and career.

Those who require more in-depth training should look at *The Proactive Marketing Executive* workshop which explores similar issues during a full day.

The workshop qualifies for 3.5 hours CPD.

Topics covered

Why choose PM
Forum training?
See overleaf...

Introductions

Breakout exercise

THINKING

About marketing/BD

- The business development process and pipeline
- Marketing definitions and core theories
- B2B buying process and selling
- Segmentation, sectors, services and branding
- Channels to market

About planning

- The strategic process
- Key strategies for PSFs
- Why do we need plans and what should they contain?

DOING

Breakout exercise

- Internal engagement and communications
- Profile raising, PR and media relations
- Digital marketing, content management and social media
- Events, seminars and contact/sales activities
- Integrated communications and campaign development

DEVELOPING

Breakout exercise

- Why professional services marketing is different (The Trusted Advisor)
- Deal with 'difficult' people – empathy, listening and buy-in
- Create an impression and convey confidence (non-verbal communication)
- Develop your role, knowledge and skills (career planning)
- Further learning

Eligibility

This training course is open solely to member firms of the **PM Forum**, a worldwide group of over 3,000 marketers in professional services firms. Visit www.pmforum.co.uk



Thursday 25 March 2021

This half-day online workshop takes place from 9.30 to 13.00.

To facilitate interaction, workshops are restricted to 18 attendees.

Trainer



Kim Tasso has worked within and for over 200 professional partnerships in the legal, accountancy and property sectors for over 20 years and continues to do so as a management consultant.

She also has direct client exposure from working with organisations in the technology, education, creative, media, real estate and not-for-profit sectors and through her work with a leading business school.

Unusually, she combines psychology, marketing and business qualifications so is effective both as a professional trainer, facilitator and coach and also as a subject matter expert in a variety of strategy, marketing, selling and relationship management topics.

She is highly rated as a trainer and coach for lawyers, accountants and surveyors and also lectures on Chartered Institute of Marketing (CIM) professional marketing qualifications for Cambridge Marketing College.

She is the author of books on growth strategies, business development, media relations and business development and a prolific conference speaker and journalist. She is commissioning editor for *PM* magazine.

Further information at www.kimtasso.com.

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

Why PM Forum training?

Courses are designed and delivered by **qualified and experienced professionals** who:

- have substantial experience working with both **senior fee-earners and marketing/business development professionals** in large and small professional service firms across the **legal, accountancy and property industries** as well as a variety of client markets
- have psychology credentials and many years' experience in **learning and development** to ensure an optimum learning experience
- are **subject matter experts** in strategy, marketing, selling, client relationship management and interpersonal skills who continue to practice and are therefore familiar with the latest developments

And delegates receive a **productive learning experience** because:

- There is a balance between knowledge transfer and active learning through **interactive discussion** and group exercises
- Courses are highly **experiential** – where idea sharing and networking are encouraged
- As well as copies of the presentation material, courses also include work sheets and **supplementary materials** with guidance for further learning. Some courses have exclusive booklets tailored to the needs of delegates
- Course leaders are experienced coaches with experience in **career development** and certificates of completion are issued for use in **Continuing Professional Development (CPD)**
- Dialogue can continue after training through members-only **LinkedIn communities**
- Only PM Forum members can attend events

Venue

Online

Fees

First attendee	£235 + VAT
Second attendee	£225 + VAT
All subsequent attendees	£215 + VAT

Prices are only for attendees booked concurrently. No booking can be confirmed without payment. The fee includes handout 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 can be made at any time. PMI reserves the right to cancel with no liability beyond refund of fees paid.

Practical and professional skills for marketing & BD assistants – 25 March

Name	Name	Name
Position	Position	Position
Firm	Type of firm	
Address		Postcode

Tel E-mail

Please pay by Visa/Mastercard/Maestro/AmEx (*please circle one*)

Cardholder name: Amount: £

Card number: Expiry date: Security code:

Signed Date

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

Please return this form to: training@pmint.co.uk

020 7786 9786 www.pmforum.co.uk