

Campaign development, thought leadership and project management

Intermediate
level

Much of the work of marketers and business developers involves creating and implementing campaigns that integrate marketing, selling and relationship management activities – whether for the firm, sectors or services. This half day online session guides you through the process of developing communications and thought leadership campaigns and introduces project management techniques.

The session includes numerous campaign case studies from professional service firms.

The workshop qualifies for 3.5 hours CPD.

Topics covered

Why choose PM
Forum training?
See overleaf...

Introduction

- Context: Integrating marketing, selling and relationship management
- Buying and business development processes
- Sector marketing

1. Developing campaigns

Exercise: Campaign benefits, challenges and processes

- Benefits of campaigns
- Processes for developing a campaign
- Content management and engagement
- Good campaign criteria
- Illustrative professional service firm campaigns

2. Thought leadership campaigns

- Thought leadership as a strategy
- Creating a thought leadership campaign
- Insight, research methods and client collaboration
- Illustrative professional service firm thought leadership campaigns

Exercise: Brainstorming key issues and insights

3. Implementing campaigns and project management

- Fee-earner empathy: Achieving engagement and buy-in
- Value propositions
- Project management processes (including risk and tasks)

Exercise: Engagement, objectives and resources/budgets

- Integrating roles and campaign competencies

Summary

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



Wednesday 23 June 2021

This half-day 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 more 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.

Thought leadership campaign development and project management – 23 June

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