Thought leadership campaign development and project management

Intermediate level

Much of the work for marketers and business developers involves creating and implementing campaigns that integrate marketing, selling and relationship management activities – whether for the firm, sectors or services. And the campaigns and projects usually involve both marketers and fee-earners. This half day session guides you through the process and provides insight into both project and campaign management techniques.

The workshop qualifies for 3.5 hours CPD.

Topics covered

Why choose PM Forum training? See overleaf…

- **Introduction**
  - The big picture: Marketing as an integrator
- **Thought leadership campaign development**
  - Persuading fee-earners that they need a campaign
  - Campaign essentials
  - What does a good campaign look like?
  - Developing the big idea: Strategy, research, insight and creativity
  - *Exercise: Generating ideas for your campaign*
- **Project management**
  - Introduction to the project management process
  - Making a case for the partners and stakeholders
    - Aims, alignment and buy-in
    - Return on Investment (ROI) and risks
  - Project planning
    - Identifying phases and tasks
    - Allocating resources and preparing budgets
    - Developing a time line
    - Preparing a project plan
  - *Exercise: Developing your project plan*
  - Project communication
    - Stakeholders
    - Team members
    - Content management planning
  - Project implementation
    - Delegation and managing people
    - Monitoring and measuring performance
    - Dealing with project and campaign changes ('scope creep')
  - *Exercise: Dealing with changes*
- **Summary and close**

Eligibility

This training course is open solely to member firms of the **PM Forum**, a worldwide group of over 4,000 marketers in professional services firms. Visit www.pmforumglobal.com

pmforum

Tuesday 5 September 2017

This half-day workshop takes place from 9.30 to 13.00 starting with a light breakfast.

To facilitate interaction, workshops are restricted to 18 attendees – maximum of four per firm.

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 ww.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

FTI Consulting
200 Aldersgate
Aldersgate Street
London EC1A 4HD

Fees

First attendee	£225 + VAT
Second attendee	£215 + VAT
All subsequent attendees	£205 + 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 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 – 5 September

Name ..... | Name ..... | Name .....

Position ..... | Position ..... | Position .....

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

Address .....

..... Postcode .....

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

Please enclose a cheque made payable to *Practice Management International LLP*
or 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: **PM Forum, 422 Salisbury House, London Wall, London EC2M 5QQ**
Tel: 020 7786 9786 training@pmint.co.uk www.pmforum.co.uk

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