Marketing and business development writing workshop

Intermediate level

Content is once again king. This session helps delegates explore and practice a variety of writing styles – as a journalist, direct marketer, brand spokesperson, digital native, salesperson – to improve the effectiveness of various marketing and business development activities.

Delegates will be encouraged to bring along examples of their writing so that they can diagnose issues and create improved versions.

This session qualifies for 3.5 hours CPD

Topics covered

Why choose PM Forum training? See overleaf…

- **Introduction and aims**

- **Writing basics**
  - Grammar, style, tense and structure – best practice
  - Communication models
  - Hypnotic and persuasive writing styles
  - Readers' perspective
  - Key messages - Less is more?

- **Incorporating your brand personality**
  - Corporate brand vs individual brand
  - Styles and consistency

- **Practising different types of writing**

  Internal plans, reports and communications
  - Structure and executive summaries
  - Email sins & one page perfection

  Newsletters
  - Headlines and sub heads for scanning
  - Plain English and jargon free
  - Calls to action

  Direct and digital marketing
  - Letters and invitations - AIDA
  - Value propositions

  Media relations
  - Keep it factual – News stories and press releases
  - Articles – Interviewing to obtain the key points
  - Thought leadership campaigns

  Pitches and tenders
  - Client's point of view
  - Differentiation
  - Features and benefits

  Social media
  - Web sites – SEO and key words
  - Blogs and informal styles
  - The power of 140 (Twitter and LinkedIn)
  - Online interaction and dialogue

- **Editing and proof reading**

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

Wednesday 10 May 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

Boodle Hatfield LLP
240 Blackfriars Road
London SE1 8NW

Fees

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

Maximum of four attendees from the same firm. 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.

Marketing and business development writing workshop – 10 May

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.pmforumglobal.com

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