

The Proactive Marketing Executive

A popular highly interactive full day workshop for senior marketing assistants and executives who want to a) move from responsive service provision into a proactive advisory role and b) grow into more managerial, strategic and client focused areas. The workshop qualifies for 6 hours CPD.

Intermediate
level

This course expands on the themes in the *Practical and Professional Skills for Marketing Assistants* and allows more time to explore the issues raised there. This course contains a number of group exercises which provide ample opportunity to talk to and learn from other participants.

Topics covered

Why choose PM
Forum training?
See overleaf...

- **Introduction**
 - Being proactive, confident, challenging and focused
- **Towards strategic marketing**
 - Marketing fundamentals quiz – Review of core marketing and business development concepts
 - Strategy, the marketing mix and matrix management
 - How the marketing audit and marketing plans help you to help fee-earners
 - Measuring marketing effectiveness and goal setting
- **Extending tactical marketing knowledge**
 - What techniques do we use most and why?
 - The shift from outbound to inbound marketing methods
 - Internal marketing, publicity, social media and CRM/relationship marketing
 - Using the toolkit and integrated campaigns
 - Skills and competency assessment and crisis management
- **Managing tactical marketing programmes**
 - What happens when we move from 'doing' to 'managing'?
 - Developing effective briefs and managing suppliers
 - Managing and leading junior marketing staff
 - Balancing priorities and workload
- **Working more closely with fee-earners**
 - Strategies for dealing with difficult partners
 - Developing your personal profile – positive communication
 - Influencing and getting buy-in
- **Getting closer to clients**
 - From marketing to business development
 - The sales and buying processes
 - The tendering process and cross-selling
 - Developing your market, product and client knowledge
- **Developing your career**
 - Marketing qualifications
 - Team structures and career paths

Wednesday 20 September 2017
Wednesday 7 February 2018

The full-day workshop takes place from 10.00 to 17.00 and includes lunch, morning and afternoon refreshments.

To facilitate interaction, workshops are restricted to 18 attendees – maximum of four from the same 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.

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

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**

Venue

20 Sept: Orrick, 107 Cheapside
London EC2V 6DN

7 Feb: 20 Essex Street,
London WC2R 3AL

Fees

First attendee £365 + VAT
Second attendee £355 + VAT
All subsequent attendees £345 + 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: tea/coffee in morning and afternoon • lunch • 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.

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Name | Name | Name
Position | Position | Position
 20 Sep 7 Feb 20 Sep 7 Feb 20 Sep 7 Feb

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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