

Problem solving, creativity and innovation

A half-day interactive exploration of problem solving, creativity and innovation techniques – both in their application to day-to-day management and problem solving and within marketing and business development campaigns. Delegates will have plenty of opportunity to apply the different techniques to various situations, share ideas and develop confidence in the use of their own creative skills.

Intermediate/
Advanced level

The session is aimed at more senior levels of marketing/business development staff who want to gain a better understanding of creativity and apply it in strategic situations to support their leadership.

The workshop qualifies for 3 hours CPD.

Topics covered

Part one

Creativity and problem solving

- What is creativity? What is innovation?
- Exploring popular myths/The main theories of creativity
- The role of personality and self assessments of creative style

- Different ways of working
- The Thinking Environment

- Using the creativity tool kit - Review of the techniques
- 7 Problem definition tools
- 10 Idea generation tools
- 7 Assessment, selection and selling tools

Part two

Creativity and innovation in marketing and business development

- Helping your team to help itself - problem solving
- Creative development – traditional and on-line
- Innovation and new product/service development
- Promoting an innovation culture in your firm
- Innovative marketing strategies and campaigns
- Summary and conclusion

Eligibility

This training course is open solely to member firms of the **PM Forum**, a worldwide group of over 5,000 marketers in professional services firms.



Further information can be obtained at www.pmforum.co.uk or by calling 020 7786 9786.

Tuesday 22 March 2011

This half-day workshop takes place from 9.00 to 12.30 starting with a light breakfast.

To facilitate interaction, the workshop is restricted to 18 attendees.

Trainer

Kim Tasso is an independent consultant with over 20 years' experience of strategic planning, marketing, business development, selling and client management in the professions. Her career started in sales and marketing in the technology sector. After senior in-house roles at Deloitte and



Nabarro she started her consultancy in 1994 and has since worked for over 300 firms in legal, accountancy and surveying including: BNP Paribas Real Estate, Colliers CRE, Haysmacintyre, Grant Thornton, Hempsons, Keating Chambers, Olswang, Mayer Brown, Sjbrown, Royds, Stiles Harold Williams, Thomson Snell & Passmore and Weil Gotshal.

She has an honours degree in psychology and is an NLP Practitioner. She has post graduate diplomas in marketing and professional coach/mentoring and an MBA. As a freelance journalist she has had many articles published in marketing, banking, property and legal magazines. *Dynamic Practice Development – Selling Skills and Techniques for the Professions* was published in 2000. She co-wrote *Media relations for property* in 2006 and in 2009 her management book *Growing your property partnership – Plans, people and promotion* was published. She is a frequent lecturer at commercial conferences and was formerly a lecturer on post graduate CIM diploma courses.

Further information at www.kimtasso.com.

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

Fees

First attendee	£195 + VAT
Second attendee	£185 + VAT
All subsequent attendees	£175 + 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, however, can be made at any time. PMI reserves the right to cancel with no liability beyond refund of fees paid.

Venue

TBA
Central London

Booking details

Copy the booking form below for any more than three attendees.

For further information contact:

PM Forum
422 Salisbury House
London Wall
London EC2M 5QQ
Tel: 020 7786 9786
Fax: 020 7786 9799
training@pmint.co.uk
www.pmforum.co.uk

Problem solving, creativity and innovation - 22 March 2011

Name	Name	Name
Position	Position	Position

Firm Type of firm

Address

..... Postcode

Tel Fax E-mail

I enclose a cheque for £..... made payable to *Practice Management International LLP*.

I would like to pay by Visa/Mastercard/Maestro/AmEx (please circle as appropriate)

Cardholder name: Amount: £

Card number: Expiry date:

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

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