

Practical and professional skills for marketing and BD assistants

Beginners/
Intermediate level

A popular half day interactive workshop for those with a basic understanding and some experience of marketing who would like to develop their marketing knowledge, role and career within a professional service firm. Those who require more indepth training should look at The Proactive Marketing Executive course which explores similar issues during a full day. The workshop qualifies for 3.5 hours CPD.

Topics covered

Why choose PM Forum training?
See overleaf...

• Introductions

- What's the purpose of your role?
- Working with difficult partners

THINKING

• About marketing

- Marketing Fundamentals quiz
- The business development process
- The link to client relationship management (CRM)
- The marketing mix and communications toolbox
- Segmentation and branding

• About planning

- The strategic process
- Key strategies for PSFs
- Why do we need plans and what should they contain?

DOING

• Practical marketing promotions

- Internal marketing and communications
- Media relations and publicity (including thought leadership)
- Direct and digital marketing – Outbound to inbound (social networks)
- Evenets, seminars and hospitality
- Integrated communications and campaign development

• Personal marketing

- Create a good impression and convey confidence
- Prepare for and attend meetings
- Take the brief, manage expectations and report progress
- Influence and promote your ideas

• Planning your career

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



Wednesday 21 November 2018

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

This workshop is suitable for marketing secretaries and assistants who have at least a year's experience who wish to develop their marketing knowledge and role.

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.

