

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

Thursday 20 September 2018
Thursday 7 February 2019

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

