



Listening is the New Marketing

We are currently sitting at the precipice of a new realm of marketing. Change is in the air. The power has shifted and our clients are taking charge. Listening is the new marketing and marketing effectiveness is all about closer client connections, partnering with our clients, adding value and being meaningful.

Market research methods are also changing. Old ways are being replaced with new, faster, cheaper and “funner” ways.

This presentation will discuss:

- What are these changes all about and what is causing them?
- What do we need to know about the future of marketing?
- How should we be changing?
- What can we, as law firm marketers, be doing to adapt to these changes and be effective in this new marketing world?

And specifically, the presentation will provide:

- Examples of marketers getting it right
- Changes in data collection and research design
- The new media landscape and what that means for marketers
- Information on the latest marketing/market research innovations
- Tips on how you can implement your own market research at virtually no cost.

Our presenter

Kathy Benson is Managing Director of Colmar Brunton Research in Brisbane. She has worked with Colmar Brunton for almost 13 years providing market research consulting services to clients such as Telstra, Ergon Energy, Suncorp, Queensland Rail, MARS Foods, Brisbane City Council, Brisbane Water, RACQ, Golden Casket, Australia Post and many others. Prior to working at Colmar Brunton, Kathy worked on the client side of market research for News Limited and the Queensland Government.

Date: Thursday 18 March

Time: 7.30am - 9.00am

Location: Clayton Utz

Level 28, Riparian Plaza

71 Eagle Street, Brisbane

Cost: Free of charge

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