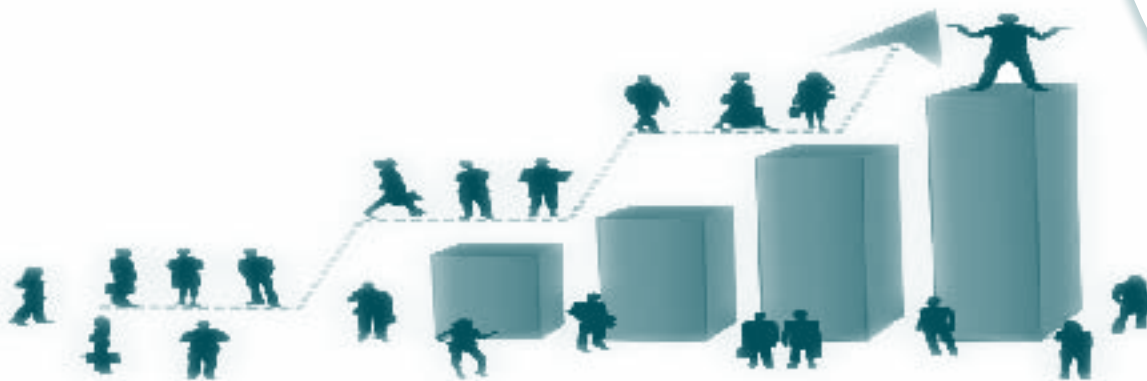


One-day conference and workshops
7 - 8 May 2009, Vibe Hotel, North Sydney

Early Bird
\$1295
when you
book before
10 April 2009



Marketing for Professional Services

Implementing firm-wide initiatives to enhance your
business and marketing activities

Post-conference workshops: Friday, 8 May 2009

Workshop A: A business plan on a page

Facilitator: *Shirley Anne Fortina, Director, The POD Consultancy*

Workshop B: The (martial) art of proposal management

Facilitator: *David Lennane, Director of Business Development & Marketing, Lander & Rogers*

Get advice from
our expert marketing
panel about using
tools to promote
your firm

Hear from the
law, architectural,
accounting and
recruitment firms
in Australia

**Hear from speakers
representing:**

Allens Arthur Robinson
Ross Julia Ross
Corrs Chambers Westgarth
Maddocks
Cottee Parker Architects
Authentikos Consulting Group
Middletons
Gilbert + Tobin
BDO Kendalls
NAB

Supported by:



Endorsed by:



Official Online Partner:



Produced By:



www.arkgroupaustralia.com.au

Marketing for Professional Services

Implementing firm-wide initiatives to enhance your business and marketing activities

More and more professional service firms are realising that marketing plays a critical role in building a reputable brand and attracting and retaining premium clientele. Marketing disciplines and business development techniques are vital in an organisation's internal and external promotion, and will inevitably contribute to the firm's success or failure in positioning itself within the competitive Australian business market.

However, many firms are still struggling to effectively cultivate and uphold client relationships for the long-term, effectively and creatively brand their business and competently drive their strategy. If the marketing function is not adequately supported or properly positioned, the firm's desired message will be misinterpreted or compromised, and may negatively affect the firm's functionality, reputation and bottom line.

This conference will assist marketing and business professionals to successfully position and revolutionise their firm's marketing strategy. You'll hear expert presentations on the following critical topics:

- Effectively managing client needs and expectations
- Working with other organisational departments to achieve your desired marketing message
- Quantifying the value of marketing to obtain the support of partners
- Predicting the future for your firm
- Identifying marketing threats ahead of time
- Using marketing tools and techniques to advance your firm

Post-conference workshops: Friday, 8 May 2009

Workshop A: A business plan on a page

Registration: 9.00am

Workshop starts: 9.30am

Workshop ends: 12.30pm

Facilitated By: *Shirley Anne Fortina, Director, The POD Consultancy*

About the workshop:

In today's economic environment, having a robust business plan is critical. Business development and marketing managers in professional service firms are becoming more involved in the strategic planning and the direction of the firm. Ensuring that we add tangible value along the way can sometimes be difficult.

In this session we will:

- Work through a four-phased approach to the plan on a page, using a process called the 'Flow of Success' created by *John Poulsen, Minter Ellison Perth*
- Look at some tools and tips to sell the business plan to the stakeholders and partners
- Look at some tools and tips to make the business plan happen
- Look at perception, personality and politics and how they can work for you or against you in delivering on the plan

About your workshop leader:

Shirley Anne Fortina is the Founder of The POD Consultancy. She is a facilitator, trainer business development coach and speaker with strong interpersonal skills. She has considerable experience in building and developing strong relationships on a cross firm basis with colleagues, existing clients and potential clients. Shirley Anne has most recently spent time coaching lawyers on various aspects of business development and relationship building.

Shirley Anne has 19 years' experience predominantly in the banking and finance sectors, in three countries (SA, UK and AUS). She is experienced in negotiating, preparing, presenting and closing new business proposals; risk management and compliance; strategic business development planning and implementation; client management and relationship building; facilitation, leadership, coaching and formal training.

Workshop B: The (martial) art of proposal management

Registration: 1.00pm

Workshop starts: 1.30pm

Workshop ends: 4.30pm

Facilitated by: *David Lennane, Director of Business Development & Marketing, Lander & Rogers*

About the workshop:

David will examine the proposal lifecycle, from pre-proposal stage through to post-proposal debrief, looking at a range of processes and techniques to help you and your firm win the battle at each stage of the proposal or pitch. You'll also get the chance to practice these 'hands-on' exercises with your fellow attendees. This workshop will be based on real life experiences and will leave you with practical knowledge and tools that you can use within your organisation.

This session will cover the following topics:

- Securing your seat at the table as a proposal 'coach'
- Qualifying and capturing the right proposal opportunities
- Strategy, process and positioning during the proposal
- The art and science of orals pitching
- Why debrief? The search for truth
- Summary: reflections for 'next time'

About your workshop leader:

David Lennane's history as a professional services marketer has seen him involved in proposals and pitches (both good and bad) for nearly 20 years. As well as his current position as Head of Business Development and Marketing for law firm Lander & Rogers, he has also spent four years as a National Senior Proposals Coach at PricewaterhouseCoopers Australia; held senior marketing and bid coaching positions at both Mallesons and Russell McVeagh; and worked as a business development manager and consultant across IT and media services businesses in the UK and New Zealand.

Who should attend?

The following professionals within firm structures:

- Marketing Directors/Managers
- Business Development Directors/Managers
- Client Services Managers
- Client Relationship Managers
- Associates
- Firm Relations Managers
- Organisational Development Managers
- External Affairs Managers
- Reputation Managers
- Practice Heads
- Managing Partners
- Communication Managers/Executives
- PR Managers
- Public Affairs Managers
- Media Managers
- Consultants

8.45 Registration and refreshments

9.15 Chairperson's opening remarks

Sean Larkan, Chairman, Authentikos Consulting Group

Marketing and strategy

9.30 Effective networking and the importance of Client Relationship Management (CRM)

- Creating and developing relationships
- How you can achieve more through effective networking than through just about any other promotional or marketing activity
- Why is CRM important?
- The benefits of a good CRM database

Mia Bannister, Business Development Manager, Cottee Parker Architects

Critical roles and responsibilities in leading organisational change

10.10 Finding the balance between marketing and business development

- Understanding the differences between marketing and business development
- Why balancing marketing and BD is critical to your firm's strategic objectives
- Aligning your function with your firm's goals
- Embarking on changes to the status quo
- Adjusting your balance over time

Wayne Stewart, National Business Development Manager, Corrs Chambers Westgarth

10.50 Morning refreshments and networking

Creating a 'pro marketing' culture

11.10 your business development department from reactive to proactive

- Achieving credibility within your business development department
- Getting the buy-in of fee earners
- Using communication channels to build the reputation of your department

Debra Filippin, Director, Business Development, Middletons

11.50 Attracting great talent into your organisation

- Employees are your life blood
- How HR and Marketing can collaborate on this project
- A practical case study of where to start and the steps involved
- How to enlist the right resources to drive this within your firm

Jodene Jackson, Head of Marketing, Gilbert + Tobin

12.30 Your business development department from reactive to proactive

- Positioning your firm as an employer of choice
- Winning work and retaining talent through differentiation
- Supporting and equipping the firm's leaders for accountable communications

Anna Cousins, Corporate Communications Manager, Maddocks

1.10 Networking lunch

2.00 Motivating partners and staff to engage in strategic marketing and business development

- Motivating the board: getting marketing onto the board's strategic agenda
- Motivating the partners: getting partners involved and on board with the strategy
- Motivating staff: communicating to develop understanding and advocacy
- Motivational kitbag: tools and techniques to help motivate, engage, influence, and maintain interest in the strategic direction

Janet Gasper, National Marketing & Business Development Manager, BDO Kendalls

Tools, strategies and future directions

2.40 Professional services marketing: looking towards 2019 and beyond

After 10 years of spectacular growth the professional services marketing sector is set for a period of consolidation. What trends will impact on your career over the next decade?

- *The impact of commoditisation and convergence*
- *New jobs and fresh challenges*
- *How the economic downturn will shape the future professional services firm*

Bronwen Ciolli, Senior Change and Communications Consultant, Department of Human Services

3.20 Afternoon Refreshments and Networking

3.40 Planning to overcome potential threats to your marketing and business development investment

- Succession planning - protecting client relationships
- Brand experience - walking the talk of your brand investment
- Employee value proposition - keeping people connected and loyal

Caroline Vickers-Willis, Group Marketing Director & General Manager (Victoria and New Zealand), RossJuliaRoss

4.20 Interactive panel discussion: Using marketing tools to promote your firm

This is your chance to gain an insight into the minds of our marketing experts. Hear a short overview from each panel speaker, and then have the opportunity to pose your questions and gain a better understanding of the following topics:

- Harnessing the power of the media
- Using your online presence as effectively as possible
- Streamlining and developing your marketing base using appropriate programs and tools
- Using client surveys to ensure the marketing message is understood

Panellists:

Cindy Carpenter, Executive Director HR and Marketing, Corrs Chambers Westgarth;

Debra Filippin, Director, Business Development, Middletons;

Mia Bannister, Business Development Manager, Cottee Parker Architects;

Jodene Jackson, Head of Marketing, Gilbert + Tobin;

Anna Cousins, Corporate Communications Manager, Maddocks

5.00 Chairperson's closing remarks and end of conference



Ark Group Reports

Pricing & Profitability for Law Firms

Author: Michael Roch

Year published: 2008

Price: A\$ 595 + GST



Pricing and Profitability for Law Firms is written by Michael Roch and analyses in depth the various tools, methodologies and strategies available to your law-firm for developing a successful and competitive pricing management system.

The Definitive Law Firm Management Guide

Author: Stephanie Ramasamy

Year published: 2009

Price: A\$ 595 + GST



Managing Partner's "Definitive Law Firm Management Guide" provides individuals from heads of department to law firm leaders with a handbook that provides quick reference management guidance through issues that affect the day-to-day efficiency and success of your law firm.

5 WAYS TO BOOK YOUR PLACE AT THIS EVENT

PHONE: +61 1300 550 662

FAX: Send the completed registration form to +61 1300 550 663

EMAIL: aga@arkgroupasia.com

WEB: www.arkgroupaustralia.com.au

POST: Send the completed registration form to Ark Group Australia Pty Ltd, Main level, 83 Walker Street, North Sydney, NSW 2060

Marketing for Professional Services 7 - 8 May 2009, Vibe Hotel, North Sydney

PUT YOUR DETAILS HERE (PLEASE PRINT):

ORGANISATION NAME

POSTAL ADDRESS

STATE

POSTCODE

FAX

PHONE

	Conference + 2 Workshops	Conference + 1 Workshop	Conference only	Post-conference Workshops <input type="checkbox"/> A or <input type="checkbox"/> B
Standard Pricing	<input type="checkbox"/> Save \$200 \$2685 + GST = \$2953.50	<input type="checkbox"/> Save \$100 \$2090 + GST = \$2299	<input type="checkbox"/> \$1495 + GST = \$1644.50	<input type="checkbox"/> \$695 + GST = \$764.50
Early Bird (exp: 10/04/09) Not valid with any other offer	<input type="checkbox"/> Save \$400 \$2485 + GST = \$2733.50	<input type="checkbox"/> Save \$275 \$1915 + GST = \$2106.50	<input type="checkbox"/> Save \$200 \$1295 + GST = \$1424.50	<input type="checkbox"/> Save \$60 \$635 + GST = \$698.50
Member Discount (exp 10/04/09) I am a member of MAANZ, ICCP, QALFM, ASTC NSW, ASTC VIC, PRInfluences	<input type="checkbox"/> Save \$500 \$2385 + GST = \$2623.50	<input type="checkbox"/> Save \$300 \$1890 + GST = \$2079	<input type="checkbox"/> Save \$250 \$1245 + GST = \$1369.50	<input type="checkbox"/> Save \$100 \$595 + GST = \$654.50

Delegate	Name	Job title	Email address
1st			
2nd			
3rd			
4th - FREE			

Signature

I have read and accepted the booking conditions

Please note: Payment must be received in full prior to the event to guarantee your place

Mastercard Visa American Express

Card number

Expiry date

Cardholder's name

Cardholder's signature

Payment enclosed (Cheques should be made payable to Ark Group Australia Pty Ltd)

Please invoice me

Booking conditions

- Bookings can be submitted at any stage prior to the event, subject to availability. A limited allocation is being held and booking early is therefore recommended. In the event of the booking not being accepted by Ark Group Australia the total amount will be refunded.
- Payment must be received in full prior to the course.
- All speakers are correct at the time of printing, but are subject to variation without notice.
- If the delegate cancels after the booking has been accepted, the delegate will be liable to the following cancellation charges:
 - Cancellations notified over 45 days prior to the event will not incur a cancellation fee.
 - In the event of a cancellation being between 45 and 30 days prior to the event, a 20% cancellation fee will be charged.
- For cancellations received less than 30 days prior to the event, the full delegate rate must be paid and no refunds will be available.
- All bookings submitted by e-mail, fax, or over the telephone are subject to these booking conditions.
- All cancellations must be received in writing.
- Ark Group Australia will not be held liable for circumstances beyond their control which lead to the cancellation or variation of the programme.
- All bookings, whether Australian or overseas will be charged Australian GST at the prevailing rate at the time of booking.
- Delegates are responsible for their own travel, accommodation and visa requirements.

Event venue and accommodation

Preferential rates are available at the Vibe Hotel North Sydney at Milsons Point. The rates are "best available" rate at the time of booking. Please contact the hotel directly to make your reservation, quoting reference 'Ark Group Australia'.

Vibe Hotel, North Sydney

88 Alfred Street
Milsons Point NSW 2061
Ph: 02 9955 1111
www.vibehotels.com.au

Group Discount

When you bring a team of three, you can bring a 4th delegate for free!

Can't make the event?

Conference CD is available!

If you can't take full advantage of this event, the conference CD gives you a useful record of the presentations made at the event for your reference. The CD is made available after the event at \$595 plus GST.

For more information contact Aimee Rootes

Phone: 1300 550 662

Email: arootes@arkgroupasia.com

Sponsorship or Exhibition Opportunities

If you are interested in sponsoring or exhibiting at this event please contact Michael Moorcraft:

Phone: 1300 550 662

Email: mmoorcraft@arkgroupasia.com

We occasionally allow reputable companies to mail details of products we feel may be of interest. If you do not wish to receive this service, please tick this box

C069