



# Marketing in Professional Services

Winning strategies for challenging times

The second annual conference

1st April 2003

Café Royal, London

[www.marketforce-communications.co.uk](http://www.marketforce-communications.co.uk)

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08.30 Registration

09.00 Chairman's opening remarks  
**Juliet Knight**, Director,  
**Marketforce Communications**

## SESSION ONE – MARKETING IN A TIGHTER ENVIRONMENT

09.10 Uncertain times – assessing the state of the market

- Reviewing the past – will conditions improve?
- What are the implications for professional services companies?

**Vicky Pryce**, Chief Economic Adviser & Director General Economics,  
**Department of Trade & Industry**

09.35 Diversifying into new markets

- The role of research in monitoring markets
- Identifying markets unaffected by adverse economic conditions
- Targeting growth areas – who's bucking the trend?

Speaker to be confirmed

10.00 Questions

10.10 Refreshments

## SESSION TWO – BUILDING A BUSINESS DEVELOPMENT CULTURE

10.40 Building momentum in marketing – engaging senior management

- What role should marketing play in defining business strategy?
- The difficulty of operating without senior management buy-in
- What are the strategies for obtaining partner/management buy-in for marketing?

**Chris White**, National Director of Communication, **Grant Thornton**

11.05 Facilitating the transition to a business development culture

- Overcoming the silo mentality – establishing shared aims
- Awareness of staff concerns and the importance of internal buy-in
- Sharing success – publicising and rewarding results
- The right combination of methods for a successful internal communications strategy

**Andrew Pincott**, Marketing Director, **PKF**

11.30 Questions

11.40 CASE STUDY: Using Formula One to build brand awareness

- Leveraging a client story for effective communication with prospective clients
- Defining the attributes that link the project with your company values
- The importance of developing a creative and strategic direction to the story
- Ensuring the project achieves real benefits for your company

**Helen Blake**, Global Head of Marketing,  
**Celerant Consulting**

12.05 Questions

12.10 Lunch

13.40 Focussing on ROI – proving that marketing works

- The impact of the downturn on marketing activities
- Overcoming the constraints of a limited marketing spend
- The importance of justifying expenditure
- How can success be measured?

**David Daw**, Marketing Director, **Norton Rose**

14.05 Questions

## HOW TO REGISTER

### Fax

+44 (0) 20 7490 2296

### Website

www.marketforce-communications.co.uk  
email admin@confs.co.uk

### Tel

+44 (0) 20 7608 0541

### Post

Please complete and return the registration form with payment details to:

**Marketforce Communications,**  
Sycamore House, 5 Sycamore Street,  
London, EC1Y 0SG.

Key Speakers  
include:

**Mark Allatt**  
Director of Brand and  
Image Development  
**Deloitte & Touche**

**Helen Blake**  
Global Head of Marketing  
**Celerant Consulting**

**Vicky Pryce**  
Chief Economic Adviser  
& Director General  
Economics  
**Department of Trade  
& Industry**

**Chris White**  
National Director of  
Communication  
**Grant Thornton**

**David Saunders**  
Managing Director  
**Marketforce  
Communications**

**Richard Beevers**  
Marketing Director  
**Capita Consultancy**

**Justin Basini**  
Head of Marketing Services  
**Deutsche Bank**

**David Daw**  
Marketing Director  
**Norton Rose**

**Andrew Pincott**  
Marketing Director  
**PKF**

**David Tovey**  
Consultant  
**The Pace Partnership**

Conference Partner



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CONSULTANCY

### SESSION THREE – THE IMPACT OF BRAND ON YOUR BUSINESS

#### 14.10 Achieving differentiation through branding

- Reputation and brand – one and the same?
- Do your brand values differentiate you from the competition?
- Brand positioning and thought leadership
- Media coverage – a reputational barometer

**David Saunders**, Managing Director,  
**Marketforce Communications**

#### 14.35 CASE STUDY: Refreshing the Deloitte & Touche identity

- Developing a global corporate identity
- Refresh vs rebrand
- Putting brand personality into visual identity

**Mark Allatt**, Director of Brand and  
Image Development, **Deloitte & Touche**

#### 15.00 Questions

#### 15.10 Refreshments

### SESSION FOUR – THE CHALLENGE OF SALES FOR THE MARKETER

#### 15.40 The role of marketing in the sales process

- What should be the role of marketing in the sales process?
- Do fee-earners have to be the sales people?
- Enabling people with core industry knowledge to sell effectively
- How can marketing best support the sales function?

**Richard Beevers**, Marketing Director,  
**Capita Consultancy**

#### 16.05 Supporting a targeted sales process

- The value of intensive research
- Identifying the right time to make an approach
- Knowing your target and knowing their needs
- Comparing the service they receive with your offering
- Engineering an opening and maximising your opportunity

**David Tovey**, Consultant, **The Pace Partnership**

#### 16.30 Driving cross-selling by enhancing client relationships

- What is CRM in professional services – a database, a system or a philosophy?
- Effective cross selling – the holy grail of driving profitability
- Growing share of customer wallet without hurting client relationships
- Marketing with influence and managing group decision making

**Justin Basini**, Head of Marketing Services,  
**Deutsche Bank**

#### 16.55 Questions

#### 17.10 Chairman's closing remarks followed by a cocktail reception

The Second Annual Conference  
**Marketing in Professional Services**

1st April 2003, Café Royal, London

**Registration Form – Please photocopy for multiple delegates**

Please return to Marketforce Communications, Sycamore House, 5 Sycamore Street, London, EC1Y 0SG.  
Tel: +44 (0) 20 7608 0541 Fax: +44 (0) 20 7490 2296

Please register the following delegate:

NUMBERING AREA

Name	Title	First Name	Surname
Position			
Company			
Type of Business			
Address			
Country		Post Code	
Phone		Fax	
E-Mail			

Please select the option by ticking relevant box:

- I wish to book for the above delegate and I understand this registration is made subject to Marketforce's terms and conditions.
- I cannot attend so I wish to purchase a copy of the conference documentation (hard copy plus CD Rom) @ £150 + VAT (£176.25)

Signed

Registration fee is £350 + VAT (£411.25); €630 per delegate

- I enclose a cheque for the sum of \_\_\_\_\_, made payable to Marketforce Communications.
- Bank Transfer: quoting reference MBM04 plus company name  
Bank Details: Lloyds TSB, Southampton Row, London WC1B 5HR  
Account Number: 0894664 Sort code: 30-97-81
- By Credit Card: Amex/Visa/Mastercard

Card No:           Exp.Date  /

Holder's Name

Signature  Date  /

- I would like information on related conferences  I am interested in sponsorship/exhibition details

## marketforce

Marketforce Communications specialises in business communication and, in particular, in helping organisations become known as thought leaders. We help our clients to build strong relationships with their target audiences by displaying their expertise. The key to our success is our understanding of the issues that drive business change.

Marketforce is comprised of three divisions:

- **Public Relations** – helping professional services, finance and IT specialists use the media to raise their profiles and display their expertise across their chosen markets
- **Conferences** – producing major, strategic conferences for most major market sectors, providing excellent opportunities for organisations to network, enhance their reputations and develop a closer relationship with senior decision-makers
- **Event Management** – organising and managing bespoke conferences, seminars and events that enable clients to convey their thoughts and expertise directly to selected targets and build more personal relationships with them

## DELEGATE INFORMATION

**DATE:** Tuesday 1st April 2003

**TIME:** 9.00 a.m.

Registration and documentation distribution from 8.30 a.m.

**VENUE:** Café Royal, London

**FEES:** £350 + VAT (total £411.25) per delegate

**REGISTRATION FEE:** The fee covers attendance at all sessions, lunch, refreshments and full conference documentation. The full registration fee is due before the date of the event.

**HOTEL ACCOMMODATION:** Overnight accommodation and travel costs are not included in the registration fee. However, reduced rates have been arranged at the following hotels.

Le Meridien Piccadilly (5 star)

tel: +44 (0) 20 7734 8000,

Berners Hotel (4 star deluxe)

tel: +44 (0) 20 7666 2000,

Clifton Ford Hotel (4 star)

tel: +44 (0) 20 7486 6600.

Please contact the hotels direct and quote **BOOKING REFERENCE GA-One** when booking. It is recommended you book early to secure these rates.

**CANCELLATIONS:** Cancellations received in writing before Tuesday 4th March 2003 will be refunded in full less an administration charge of £50 plus VAT.

We regret that cancellations cannot be accepted at any time.

**PLEASE NOTE:** It may be necessary for reasons beyond the control of the organisers to alter the content or the timing of the programme.

**ENQUIRES:** Please address all enquires to the conference organisers, Marketforce Communications, London. Contact Roz Ahern on Tel: +44 (0) 20 7760 8654 Fax: +44 (0) 20 7253 2798 email: rahern@marketforce-communications.co.uk

**CONFERENCE LANGUAGE:**

The conference language is English.

**DATA PROTECTION:** The information you provide will be held on a database and may be shared with associated companies internationally. Occasionally, we may make your details available to carefully selected external companies for marketing purposes. If you do not wish your details to be used in this way, please write to the Database Administrator at the address on the registration form.

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