

Professional Choice Consultancy & Whitworth Associates

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MANCHESTER
LAW SOCIETY

present

A pragmatic conference focussed on how CRM can help law firms improve the profitability of client relationships

"A core business strategy that integrates internal processes and functions, and external networks, to create and deliver value to targeted clients at a profit. It is grounded on high quality client data and enabled by information technology"

Professor Francis Buttle, Professor of CRM Macquarie Business School

5.5
CPD HOURS

September 19 2007

RBS, 1 Hardman Boulevard
Manchester M3 3AQ



www.whitworthassociates.com

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www.professionalchoiceconsultancy.com

Marketing Conference for Law Firms

At RBS, 1 Hardman Boulevard, Manchester M3 3AQ

19 September 2007

CPD Points –

Cost £295 + VAT

- 08.45 – 09.30 Registration, coffee and exhibition
- 09.30 – 09.50 **Key note address**
Simon McCrum, Business Development Partner - Pannone
- 09.50 -10.15 **Heightened demands of the legal market**
Bill Kirby, Managing Director – Professional Choice Consultancy
- 10.15 – 11.00 **What is CRM and its benefit to client management**
Lee Williams, Managing Director – Whitworth Associates
- 11.00 – 11.20 Coffee and exhibition
- 11.20 – 12.00 **How to build profitable client relationships**
Lee Williams, Managing Director – Whitworth Associates
- 12.00 – 12.40 **How to target the low hanging fruit - where to dedicate the effort of retention and new business generation**
Mike Blackburn, Managing Director – Dudley House Associates
- 12.40 – 13.30 Lunch and exhibition
- 13.30 – 14.15 **Implementing and using technology to support the CRM process**
Allan Carton, Managing Director – In Practice
- 14.15 – 15.00 **A capability framework for performing CRM**
Lee Williams, Managing Director – Whitworth Associates
- 15.00 – 15.20 Coffee
- 15.20 – 16.00 **The first 10 steps to a business development campaign for the medium sized firm**
Jon Hepburn, Managing Director – The Fedora Consultancy
- 16.00 – 16.30 **Panel**
Bill Kirby, Lee Williams, Allan Carton, Mike Blackburn
- 16.30 Close

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Speaker profiles

Bill Kirby

Bill is Managing Director of Professional Choice Consultancy an organisation specialising in the bringing of strategy and business plans to law firms. Bill has a BA Honours in Business Finance and 30 years experience working at general management and director level in commerce, the last eleven of which dedicated to the legal market. The company has participated in the development of business strategy and business plans with a number of law firms with add on initiatives in finance, HR, marketing and IT. Bill is a regular contributor to magazines and has articles published in The Gazette on client management, outsourcing of IT and business process management and engineering.

www.professionalchoiceconsultancy.com

Lee Williams BSc MBA

Lee is a Customer Champion at Whitworth Associates, a management training and consultancy business that specialises in improving customer management skills. An experienced and successful sales professional, Lee helps clients create and execute strategies focused on improving the Customer Experience. He is a passionate and motivating speaker and has worked with a number of large and small service organisations throughout the UK, including, Barclays, Lloyds TSB Insurance, AXA UK Ltd and American Express. In addition to his consultancy work he is also a part-time doctoral research student at Manchester Business School where he is investigating improvement practices within service operations. He has an MBA from Manchester Business School and is also chair of their Northwest Alumni Association.

www.whitworthassociates.com

Allan Carton, Solicitor, MBA

Allan Carton was a solicitor in private practice until 1990. For the last 16 years, he has been advising lawyers and corporate clients using legal services on developing new legal business opportunities. As Managing Director at Inpractice, working on a wide variety of projects, he has particular interest in helping lawyers to harness technology to improve their business; a challenge for most law firms! With a mix of marketing, HR and IT specialists, each Inpractice project invariably involves some input in all these areas to produce the best results. Allan completed an MBA at Manchester Business School in 1995.

www.inpractice.co.uk

Mike Blackburn, MBA

Mike Blackburn is principal of Dudley House Consulting specialising in the professional services sector bringing customer centricity, business development, exploiting the value of the client base and restructuring organisations for growth. Mike gained an MBA at Manchester Business School and was previously Marketing Director for Marconi Global Services. He had success managing one business unit through 60% growth in one year.

Jon Hepburn, DipM MCIM

Founder of the Fedora Consultancy specialises in helping medium and smaller firms find their competitive edge in the rapidly changing market place. The consultancy works closely with firms to maximise their marketing investment. Jon is a member of the Chartered Institute of Marketing, the Professional Services Marketing Group and the Law management Section of The Law Society.

www.fedoraconsultancy.co.uk

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To book, please complete the following booking form and send to Marlene Woodley at MTW Services Ltd., The Tower, Guardian Avenue, North Stifford, Essex RM16 5US (tel. 01375 390968 fax 01375 390981, e-mail marlene@mtws.co.uk) with a cheque payable to MTW Services Ltd for £295+Vat £51.62 = £346.62. A Vat invoice will be issued by return.

Title _____

First Name _____ Surname _____

Job Title _____

Company _____

Address _____

Post Code _____

Telephone _____ Email _____

Dietary/access requirements _____

TERMS & CONDITIONS

- Course fees include refreshments, light lunch and course documentation.
- Event documentation will be distributed at the event.
- Professional Choice Consultancy (PCC) reserves the right to amend or cancel this course where the occasion necessitates.
- Confirmation of registration and VAT receipt/invoice will be sent in acknowledgement of all bookings. Anyone not having received these details within 48 hours of the course should telephone to confirm a place has been booked.
- Should the event be cancelled, a full refund of any registration fee will be made but PCC accept no further liability.
- Prices may be subject to change. Full invoice payable unless a written cancellation notice is received at least 14 working days before the event, in which case the fee will be refunded less a £25 + VAT administration charge; or a written delegate transfer notice is received at least 14 working days before the event. In the event of another transfer request, an administration charge of £25 + VAT will be levied.
- This form constitutes a legally binding contract. The delegate and firm are jointly and severally liable for payment of the fees due.