

## First Conference Success

### “How CRM can help law firms improve the profitability of client relationships”

The inaugural conference promoted by Professional Choice Consultancy in collaboration with Whitworth Associates, sponsored by RBS and supported by the Manchester Law Society was a major success.

The conference held in Manchester on the 19 September had 94% of delegates saying it was value for money and 87% prepared to recommend the event to others. There is pressure on to repeat the event in the Midlands and London

Jon Andrews of Rowlands Solicitors LLP said “the conference was a useful introduction to and overview of the principles of Client Relationship Management – pulling together several useful strands of thought.

Speakers lead by Lee Williams of Whitworth Associates included Tim Dixon Phillip the new director of business development for Pannone, Allan Carton of InPractice, Mike Blackburn of I-com and Jon Hepburn of Fedora Consultancy.

Exhibitors – rated at 100% suited to the conference content included e1 business with Sales Logix, Logical Office and Matrix247 with Microsoft CRM.

Bill Kirby, managing director of Professional Choice Consultancy was delighted with the conference success and felt that the care of introducing new and expert commercial speakers to the legal sector on such a key topic along with the experienced in dealing with the profession was worth the effort. Delegate feedback on the usefulness of the content was very satisfying.

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