

“Marketing Your Practice” Workshop

Presented by: Begbie Professional Management

Tuesday 22nd June 2010.
Johannesburg
Sunnyside Park Hotel, Parktown
Or
Wednesday 23rd June 2010.
Pretoria/Centurion
Centurion Lake Hotel

08:30 – 16:00

Accreditation

CESA	1 CPD Point (CESA-089-01/2013)
SACAP	1 CPD Point (SAIA 09-19)
QS	7.5 Hours.



Overview

- Marketing is about identifying and choosing good clients, not waiting for them to choose you.
- It is a simple logical process to identify growing and profitable sectors
- After setting your strategy a simple marketing plan will communicate well with potential clients
- Ideal for both the practice with a Business Development/Marketing Manager and a smaller practice

Outline of this one day workshop

- Preliminary market analysis
- Workshop – Analysing your practice
- Marketing as a Strategic Function
- Workshop – Strategy for your practice
- Executing a marketing plan
- Workshop – Action plan for your practice
- Measuring the success of marketing.

Your Expert Facilitator

Ron Begbie (M.Arch (UCT), MBA London Business School,)

Ron will be presenting the course and will focus on practical implementation. He set up the marketing department and strategy for a practice of 150 architects in London. He has subsequently done marketing consultancy to professional practices in South Africa. He is a member of the Professional Services Marketing Group UK through which he keeps abreast with the marketing strategies of quantity surveyors, architects, engineers, accountants & lawyers etc.

Ronald has run twenty six workshops in eleven cities and towns in South Africa over the last 9 months and is able to respond to the issues raised by both large and small practices in the larger centres and the smaller towns.

Who should attend?

- Professionals and Practice Leaders.
- PAs and Administrators who will be implementing marketing initiatives.
- Engineers, Architects, Technologists, & Quantity Surveyors.

Benefits of attending

- Analyse and develop marketing strategies
- Learn the benefits of segmenting your market
- Identify skills that will allow you to grow your market
- Set goals for maintaining presence in profitable and growing sectors
- Learn how to enter new sectors
- Work out detailed marketing plans
- Analyse your pricing strategy and overall fee negotiation
- Decide on a marketing budget and how best to utilise it

What others have said

- Feedback questionnaires at the end of each workshop have indicated a satisfaction rating of over 80% from the over 400 architects, engineers, quantity surveyors and technologists who have attended the courses to date.

Cost

Cost: VA Members / SAIA / ASAQS / CESA / SAICE	R1 500.00
SAIAT	R1 500.00
Non-Members	R1 600.00
If only member of ECSA / SACAP / SACQSP and not VA	R1 500.00
(Includes lunch, teas and notes)	

Book and pay before 15th June 2010, and receive a 12% discount on the above costs.

Bookings

RSVP:

Heather Joyce Tel: 043 735 4792

E-mail: heather@bpmsa.co.za

Fax 043-7354864

REPLY SLIP:

MARKETING WORKSHOP *Please indicate the day on which you would prefer to attend.*

Tuesday 22nd June, Johannesburg (Sunnyside Park Hotel, Parktown) _____

Wednesday 23rd June, Pretoria (Centurion Lake Hotel, Centurion) _____

E-mail to: heather@bpmsa.co.za or Fax. 043-7354864

NAME: _____

SAIA / ASAQS / CESA / SAICE / SAIAT Membership No: _____

ECSA / SACAP / SACQSP Membership No: _____

ID NUMBER (for CPD certificates): _____

PRACTICE/FIRM NAME: _____

Email Address: _____

INVOICE ADDRESS: _____

Tel. No. _____ Cell No. _____

1st Delegate R _____

2nd Delegate R _____

3rd Delegate R _____

PA/Admin Officer R _____

TOTAL R _____

Banking Details:

Bank: FNB, Southernwood. Branch Code: 210221.

Acc. Name: BPM. Acc. No: 56711134018

**Note: This booking is only confirmed once paid for.
Please email the proof of payment or fax to 043-7354864.**

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