

Strategic Marketing for Insolvency Practitioners

Where is your next client coming from? How will businesses know to turn to you as an insolvency practitioner if they run into financial difficulty? In an increasingly competitive environment all IPs need to market their services proactively, not only to inform and attract new clients, but also to maintain and develop relationships with intermediaries.

This interactive course introduces the fundamentals of professional marketing, including the practicalities of developing and implementing a focused marketing action plan.

CPD LEARNING OUTCOMES

- Key concepts in marketing and what determines a marketing led business
- The structure of a marketing plan, and the process and tools required to develop it
- Market research techniques to generate insight and understand what clients want
- Market segmentation, positioning / branding, and effective targeting
- The different marketing options available and how to use them effectively
- Communicating and implementing your plan
- How to evaluate and measure progress

WHO SHOULD ATTEND

IP firm owners and anyone with responsibility for marketing and the performance of their business.

SPEAKER

David Wallace

David's training courses are based on over 25 years' experience in developing and implementing successful marketing strategies in many sectors, including professional services. As well as having held management positions with Sony, The Royal Bank of Scotland, and Shepherd & Wedderburn, he has managed consulting projects for organisations ranging from ambitious start-ups to international corporates. He established his marketing research, strategy and training business in 2006.

A Fellow of the Chartered Institute of Marketing, David has an MBA from London Business School. His track record includes the Grand Prix in the Royal Mail Scottish Marketing Awards and being voted Marketing Director of the Year in the UK Legal Marketing Awards.

www.wallacemarketing.co.uk

 www.linkedin.com/in/davidjwallace

LOCATIONS AND DATES

Edinburgh Tuesday 14 March 2017
Manchester Wednesday 27 September 2017

TIME

10.00am to 4.00pm

COST

Full day course: £285 + VAT per delegate

Also available as a bespoke course.



“ Well presented, friendly, relevant and different to other courses available ”

