

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. He is Regional Director of the Professional Marketing Forum in Scotland and has lectured on marketing at Heriot-Watt University. 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 Thursday 22 March 2018
London Wednesday 10 October 2018

TIME

10.00am to 4.00pm

COST

Full day course: £295 + VAT per delegate
Also available as a bespoke course.



Booking Form

BOOKING CONTACT

Title: _____ First Name: _____ Surname: _____

Firm: _____

Address: _____

Email: _____ Telephone: _____

DELEGATE DETAILS

DELEGATE 1	
Title:	
First Name:	
Surname:	
Email:	
Telephone:	
Dietary requirements	
Access requirements	
Course Title	Date

DELEGATE 2	
Title:	
First Name:	
Surname:	
Email:	
Telephone:	
Dietary requirements	
Access requirements	
Course Title	Date

DELEGATE 3	
Title:	
First Name:	
Surname:	
Email:	
Telephone:	
Dietary requirements	
Access requirements	
Course Title	Date

DELEGATE 4	
Title:	
First Name:	
Surname:	
Email:	
Telephone:	
Dietary requirements	
Access requirements	
Course Title	Date

Course Title	Date	Number of Delegates	Price per Module (excl. VAT)	Total Net Cost
				Total Net Cost
				Add VAT at 20%
				Gross Total to pay

ISS Training Courses

HOW TO BOOK AND PAY

By email to: courses@insolvencysupportservices.com

Or by post to: ISS Training, Insolvency Support Services, 12 Castle Terrace, Edinburgh EH1 2DP

You can pay online or by BACS using the following details:

Bank: Clydesdale Bank plc
Bank sort code: 82 - 45 - 05
Bank account number: 60031559

Or by cheque payable to Insolvency Support Services Limited (which should accompany your booking form). Please write the delegates' names on the rear of your cheque for identification purposes.

BOOKING CONDITIONS

Payment is due on booking. If the nominated delegate cannot attend, you may transfer the place to another individual at any point. Please inform us of the change as soon as possible. If you do not wish to transfer your place, you will receive 100% refund if cancelled at least 21 days before the date of each individual module or day's course. If you cancel within 21 days of the course, your fee will not be refunded. Please note that your contract is with Insolvency Support Services Limited trading as ISS Training.

DATA PROTECTION

ISS Training will use the information you provide on your booking form, and any additional information you may provide to us in the future, for administering our event. We will not disclose this information to any other person or organisation except in connection with the above purpose. All delegates are provided with a list of co-delegates' names and organisations but no further details.

REFUNDS AND CANCELLATIONS BY DELEGATE

Cancellations must be in writing. Please note that no refunds will be given outwith the time limits listed on your booking confirmation. Substitute participants are acceptable at any time and will incur no extra charges.

COURSE PAPERS

Course papers will be issued on the day of the course. This documentation is made available only to those attending the course. Course papers may not be reproduced without prior permission from Insolvency Support Services Limited.

COURSE DATE, PROGRAMME AND FEE CHANGES BY ISS

If the date or time of a course needs to be changed or the course is cancelled for reasons beyond our control, such as low enrolment numbers, we reserve the right to do so. We will notify delegates in writing of any changes as soon as possible. If a course is cancelled, or rescheduled to a date that the delegate cannot attend, and payment has already been made, the full course fees will be refunded in full.

Our training programme is constantly reviewed and updated and we reserve the right to amend the content, timing and cost of the programme as necessary.