



LIMESLADE CONSULTING

Marketing & Events, Business Development & More

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Who?

In 1999, I helped set up and develop a construction consultancy founded by an internationally respected construction expert. As employee number 001, I supported the growth of the business to become one of the world's most highly regarded in its field. We put in place internationally recognised certifications for quality, and standards for safety and sustainability.

In the course of growing and developing business in the UK and worldwide, I undertook a Diploma in IT, followed by a law degree. More recently, I completed an MBA focusing on construction and real estate management.

Limeslade Consulting builds on the experience of more than 18 years in marketing, operational management and business development at one of the world's leading firms, focused on the construction and real estate legal sectors.

In my spare time, I'm a musician and keen cyclist, marshalling events for British Cycling. I also like doing stuff for charity: raising money, supporting events, etc. And if I'm not cycling on the road, you'll find me in the velodrome going round in circles on a bike with no brakes...



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Services ...

Marketing Advice & Support

Marketing should be more than ensuring logos look nice. My aim has always been to ensure marketing delivers measurable results. Branding is important, but more important is the bottom line:

- **Is your marketing delivering revenue?**
- **What testing is in place?**
- **How is your marketing measured?**

Let me help you identify and use the right medium, whether it's traditional letters and brochures, or the latest online media.



In the professional services field, whether law firm, barristers' chambers, solicitors or consultants, knowledge sharing and 'thought leadership' are key. I can help you research, draft and bring articles to publication.

BD Support and Mentoring

Helping people to develop their personal networks is great fun and incredibly rewarding when it works out. Let me help you find the right people to meet, build your network and ensure your business is a success. Call it coaching or mentoring, or simply support – I'll help you get the most from your skills and knowledge and ensure you build relationships with people who will help you ensure the growth of your business.

Let me help your team ensure they're comfortable with 'business development' or 'networking'. Both terms can strike fear into the boldest of professionals, but with good support, the most apprehensive team members can develop great contacts.



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... and more

Events, Seminars and Conferences

Sometimes great ideas for marketing and BD events are hampered by people having to do their day job. Some businesses have the luxury of extensive resources dedicated to marketing and events. But not everyone has that benefit, often people have to share those resources with a non-specialist team.

A skill for which I have become well known is ensuring ideas become reality. I can drive your projects from ideas to fruition and delivery, helping you develop your networks and get the recognition and awareness you deserve. Get things done, and deliver professional events to ensure your business stays at the forefront of your client's mind.



Digital, Online and Social Media

The plethora of cheap digital media available means that more and more people are able to do their own thing. That doesn't mean they should. So many people are still doing online social and digital marketing badly, or not at all. People are attempting to create their own documents and run their own marketing campaigns – without the necessary skills and understanding to ensure it's done well.

Working with other specialists in the field, I can help review your digital media: websites, Twitter feeds, LinkedIn, other social media, to help you get the very best value. Many of these tools appear to be free, but if you're getting them wrong, then they can be a very costly waste of time. Let me help you get it right every time.

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