



LIMESLADE CONSULTING

Presents a
Half-Day Seminar and Workshop

Business Growth: Marketing and Business Development in the Digital Era



28th September 2017

The Brewers' Hall, Aldermanbury Square, London EC2V 7HR

1pm - 6pm

BOOK EARLY AND SAVE

Book before 10th September for £20 discount

LIMESLADE CONSULTING

Half-Day Seminar and Workshop

Why is this seminar important for you?

A combination of uncertainty in the economy and the post-Brexit world, combined with major advances in technology and communications mean now is a great time to keep your business development capability ahead-of-the-game. That's what this workshop is all about.

We'll be sharing key insights into four aspects of modern business growth thinking so you can:

- Obtain tips from leading experts in social media, business development, marketing, events and the media.
- Learn how to ensure your business becomes and remains a leader in its field.
- Find out the latest developments in BD, Events and Social Media.
- Discover how to use events and social media strategically.
- Turn potential clients into paying clients and advocates for your business.
- Become a thought leader in your field.

Don't miss this unique opportunity to join outstanding experts as they share their collective knowledge with a small group of invited attendees. Join us on 28 September in London for what promises to be an exceptional afternoon of learning and knowledge sharing.



Venue

The Brewers' Hall

The Brewers' Hall is one of the many liveryed halls in the City of London and an outstanding venue for our seminar. From business meetings, presentations, corporate dinners to private parties, the traditional yet contemporary and stylish hall provides the perfect setting for the seminar. We have exclusive use of the hall for the afternoon of the event.



Call me on **07939 544413** or **+44 20 3289 1757**

Email **stuart@limesladeconsulting.co.uk**

Web **www.limesladeconsulting.co.uk/seminar**

Timetable

1400-1415

Introduction

Stuart Wilks

Overview of the session and introduction to key points.

1415-1445

5 Steps to Guarantee Revenue Growth

Mike Ames, Flair Business Growth Consultancy

- Obstacles to consistent growth.
- Dangers of depending upon referrals to grow your business.

Plus, how to:

- De-skill the sales process.
- Generate high-value prospects to order.
- Take control of your business growth.
- Turn clients into advocates.

Talk accompanied by a full set of detailed notes to take away and share.

1445-1530

Why Bother with Seminars & Events?

Stuart Wilks, Limeslade Consulting

Why are seminars so important to professional services businesses?

- Ensuring maximum attendance at every event you organise.
- Ensuring events match business strategy.
- Key steps for ensuring success: budgeting, speakers, subjects, venue selection and marketing.
- International events and business marketing – dealing with different cultures, customs and laws.

1530-1600

Growing Business with Social Media Strategy

Su Butcher, Just Practising

Taking a strategic approach..

- Business v personal strategies.
- Are you broadcasting or engaging? Why conversations are essential.
- Key steps to get results from using social platforms.
- Avoiding the risks and mistakes everyone else makes.
- Ensuring demonstrable value from your digital activity.

1600-1615

Break

1615-1645

Are the Press and Media still Relevant?

Sarah Richardson, Editor, Building Magazine

- How traditional media can be relevant to your business in a world of information overload.
- How to develop a thought leadership relationship with the media.
- Crisis communications and avoiding bad press.
- Preparing and writing articles for maximum impact.

1645-1730

Panel Discussion

All Speakers

Round up of the topics of the day and interactive discussion on best practice in marketing and business development.

1730 onwards

Drinks & Networking

Speakers

Mike Ames

MD and Founder, Flair Business Growth Consultancy

Mike started his career in IT in the early 80s, before moving into sales and then starting his own business in 1989. By 1998 he'd grown it into a £40m IT services and recruitment group which he sold to a NYSE listed company. He then started Crimson, which now has revenues of over £24m. Both companies were grown organically using his proven formula! These days Mike concentrates working with ambitious owners of SME service-based companies who want to create a scalable business they're in control of but not ingrained in.

Su Butcher

Just Practising

Su is director of communications consultancy Just Practising Ltd. She trained as an architect and managed three successful practices during the '90s and noughties. She has been networking online since 2004 and is an early and prolific user of social and digital media. Su's consultancy offers strategic help to construction product companies who want to communicate better with architects, particularly using digital tools. A keen advocate of better communications in construction, Su produced a series of videos with The BIM about BIM and Social Media. She serves on the promotions team at BIM4M2 and is also advising the UK BIM Alliance on their communications strategy.

David Wright

Barrister Consultancy Service

David has 20 years experience working with Barristers, Solicitors and Chambers. Specialising in the implementation of intelligent systems and streamlined processes promoting data analysis,

extraction and business development opportunities. He has a passion for leadership and development which originated from his career as a Barristers Clerk, and role as Vice-Chair to the IBC Career Development Committee. His skills are reinforced by his academic achievements in developing effective performers at work, communication skills, retail management and marketing.

Stuart Wilks

Director, Limeslade Consulting

Stuart originally studied music and literature, before joining a boutique construction consultancy, 'Pickavance Consulting' in 1999. Over eighteen years, he developed skills and knowledge in a range of fields, including the study of law and construction and real estate management and most recently obtained an MBA from UCEM. At the same time, he focused his efforts on helping to grow Hill International, looking after marketing and business development and a series of international conferences, 'The Masterclass'. He recently set up a consultancy helping clients grow their businesses within the fields of construction & law.

Sarah Richardson

Editor, Building Magazine

Sarah is the editor of one of the UK's oldest weekly business to business publications, Building, and its news-led website building.co.uk. She's a skilled and passionate editor and journalist, with over ten years' experience working in digital and print publications. She also leads the development of content for conferences and events. Sarah is a past winner of the PPA Business Writer of the Year award, and has been shortlisted three times as PPA Editor of the Year (business media). She's a strong advocate for improving social mobility through access to education, and acts as an ambassador for the charity Transformation Trust.

Call me on 07939 544413 or +44 20 3289 1757

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Booking Form

Please complete the following or book fast online at: <http://bit.ly/LimesladeSem17>

Name _____

Company _____

Address _____

Email _____

Telephone _____

Number of places required _____

Names and Job Titles of Attendees _____

Amount to pay: £90 before 10th September, £110 thereafter (**Discounts available online**)

Pay online: www.limesladeconsulting.co.uk/seminar

Cheques to: Limeslade Consulting, 73 Junction Road, Brentwood, Essex CM14 5JH

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