



LIMESLADE CONSULTING

Half-Day Masterclass

Ensuring Growth: Marketing & Business Development in the Digital Era



Thursday 21st June 2018

The Castlefield Rooms, Manchester

1.30pm-5.30pm, followed by networking reception

BOOK EARLY AND SAVE

Book before 30th May for £30 discount

www.limesladeconsulting.co.uk/seminar

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Why is this seminar important for you?

This half-day seminar and workshop will give you the information and knowledge you need to ensure successful growth and skills in marketing and business development. Ideal for anyone involved in professional services, particularly practitioners and their advisers, the event will provide practical advice to ensure business success.

We'll be sharing essential business growth ideas. At the Masterclass you will:

- Meet leading experts in business development strategy, marketing, events and the media.
- Ensure you and your business becomes and remains a leader in its field.
- Explore the latest developments in BD, Events and Digital Media.
- Discover how to use events and technological tools strategically.
- Turn potential clients into paying clients and advocates for your business.
- Become a recognised expert 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 21st June in Manchester for an exceptional afternoon of learning and knowledge sharing.



Venue

The Castlefield Rooms

The Castlefield Rooms offer a boutique & out of the ordinary, events venue in the heart of Manchester City Centre. The venue has complimentary parking and easy access to all major transport links, we're delighted to be working with this venue, a stylish and contemporary functions venue for all nature of private and corporate events.



Call 07939 544413

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

Business Development, an Introduction

Stuart Wilks, Limeslade Consulting

- What is business development?
- Is it the same as networking?
- How should it work?
- Is marketing the same? Is marketing important?
- Developing relationships that last.

1445-1515

5 Steps to Growing Business with a Social and Digital Media Strategy

Su Butcher, Just Practising

- Identifying your audience and strategy.
- Business v personal strategies
- Ensuring maximum benefit from social media
- Are you broadcasting or engaging?

- Getting it right every time
- Avoiding the risks and mistakes everyone else makes

1515-1545

Public Speaking: The Free Marketing Most People Dread

Sarah Fox, 500Words.co.uk

- A speaking strategy: choosing the right events and topics
- Speaking for free
- Overcoming the curse of knowledge
- Speaking so your audience listens -in person and digitally
- Creating clear actionable benefits.

1545-1600

Break

1600-1630

Make Yourself A Little Bit Famous: How to Share Expertise in the Media You Create

Penny Haslam

- Developing recognition as an expert through the media

- Ensure media want to speak to you
- Building positive relationships for business growth.

1630-1700

BD & Marketing, the practitioners perspective

Chris Hallam, CMS

- How does the theory translate to reality?
- What can you get away with?
- What are the real risks as a professional on social media?
- How do you achieve success as an expert?

1700-1730

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

Stuart Wilks, Director, Limeslade Consulting

Stuart studied music and literature, before joining a boutique construction consultancy in 1999. Over eighteen years, he developed skills and knowledge in a range of fields, including law, construction & real estate management. Most recently he obtained an MBA from UCEM. Stuart helped grow Hill International, looking after marketing, business development and a series of international conferences. In 2017 he set up Limeslade Consulting to help clients grow businesses through marketing and business development strategy.

Su Butcher, Just Practising

Su is director of communications consultancy Just Practising. She trained as an architect and managed three successful architects' 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, she serves on the executive team at the UK BIM Alliance and advises on their communications strategy.

Sarah Fox, 500 Words

Sarah Fox is an international speaker, author and contract strategist. She focuses on helping companies in the construction industry to write simpler contracts, so they can build trusting relationships and avoid disputes. Sarah has created a series of robust and workable contracts in just 500 words to prove just how simple and effective contracts could be. Sarah has written two books on "How to Write Simple and Effective Contracts in Just 500 Words." She wants businesses to use contracts as tools to manage relationships not merely to safeguard rights.

Chris Hallam, Partner, CMS

Chris is a partner at CMS, one of the biggest law firms in the world. He specialises in construction, engineering and infrastructure projects. Chris has extensive experience of construction procurement and supporting businesses with their strategy and contractual approach, to ensure that the best commercial model is adopted. His experience of working with the construction supply chain means he also understands the issues that will be of most concern to them – allowing time to be spent more efficiently and effectively on what really matters. Chris has also appeared on the BBC providing expert opinion, and is a pro-active user of social media in its various forms.

Penny Haslam

Penny is an insightful, compelling and witty speaker who shows audience members why it is important to unlock their expertise and how to showcase it brilliantly. She tackles confidence and imposter syndrome to help understand why people shy away from seeking exposure in the first place. Formerly a successful BBC business journalist and television presenter, working at the highest levels of national broadcasting, Penny draws on twenty years' experience observing how people can best stand out in their market. Penny is a TEDx speaker on the Power of Visibility and was awarded Speaker of the Year 2016 by her professional body, the PSA. In 2017 she was listed as a 'Northern Power Woman'.

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Half-Day Seminar and Workshop

Booking Form

Please complete the following or go online to: www.limesladeconsulting.co.uk/seminar

Name _____

Company _____

Address _____

Email _____

Telephone _____

Number of places required _____

Names and Job Titles of Attendees _____

Amount to pay: until 30th May, £90 per place (**Discounts available online**),
after 30th May, £120.

Book before 30th May, save £30.

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

Cheques to: Limeslade Consulting, 73 Junction Road, Brentwood, Essex CMI4 5JH

Terms:

Limeslade Consulting are not registered for VAT, therefore no VAT is payable on this event. If booking online, a small amount of VAT may be charged by the booking service provider, Limeslade Consulting cannot provide invoices for that portion of the cost, but receipts are provided by the provider.

Refunds are only available when the course is fully booked, and will be subject to a £20 administration fee. Whilst we make every effort to ensure all speakers are available, it may be necessary to substitute a speaker in the event of unexpected unavailability. In the unlikely event of cancellation, a full refund will be provided.

A CPD certificate will be available to those who request them after the event. Neither Limeslade Consulting or any of its partners or the speaking team are responsible for anything said or provided at the event, the seminar does not confer any academic authority or qualification on attendees in any of the subjects discussed.

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