



Marketing expertise where you need it, when you need it. At your own venue, in your own time.

Now more than ever you need to be promoting your firm. To do that you need to know how to market your services. Almost all of us need marketing support – either training; or consultancy; or expertise, or a combination of all three.

There are any number of marketing training courses or seminars you can book onto.

Well, how about a new concept. Instead of you going to the training – **let it come to you.**

Just think about it:

- Marketing support focusing on what you want to cover in detail.
- Dates to suit you.
- At a time to suit you.
- As many people attending as you want. Anything from one to “How big’s the room?”

Who should attend

You decide. It will depend on the format you choose, and what you want to achieve. It could be any combination of:

- Partners
- Marketing committee members
- Fee Earners
- Marketing managers and assistants
- Business Developers
- Office Managers

The Choice is Yours!

There are two basic formats:

½ Day.

Lasting about 3 hours.

Conferring 3 CPD points per attendee.

Total cost £750 + vat + our expenses.

Full day.

Lasting about 5 hours.

Conferring 5 CPD points per attendee.

Total cost £1000 + vat + our expenses.



The concept is threefold:

1 You provide:

- The Venue and Facilities.
- The Refreshments.
- The Audience.

2 We provide:

- The Speaker.
- The Templates and Materials.
- The Marketing Guide to work with

3 There is a choice of Formats:

- Teach-In/Seminar Presentations: Basically we talk, you listen.
- Workshop Option: How do you start marketing planning? Well let's just start!
- Problem Solving/Clinic/Brainstorming Sessions: Drilling down into issues you have.



The Content

We have adapted our proven, popular Marketing Seminars to offer them to firms at their own venue. We provide comprehensive marketing support direct to your firm where you want it, when you want.

Topics available to be covered include:

- Marketing Campaign Planning.
- Marketing Tactics.
- Advertising and Press Releases.
- Databases.
- Mailshots, Promotional Leaflets, Client Newsletters.
- Seminars for Commercial Clients.
- Online Marketing and Website Optimisation.
- Realistic Marketing Budgeting.

We guide you through the various Marketing Tools you need at your fingertips. We take you through the Do's and Don'ts. We show you the "How to's..."

You will be given examples of fully-worked up templates of marketing planning documents, database templates, sample client newsletters, leaflets, letters, press releases, and seminar presentations.....

All designed to help you kick-start your marketing effort.

By the end of the session you will feel immeasurably more confident that you can put in place a practical, cost effective and realistic marketing programme.

Contact Details:

To kick-start your programme contact Barry Dahill at bdahill@lawgroup.co.uk
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