



## Practical Marketing for Architects

**Wednesday 17<sup>th</sup> March 2010 : 9.30am – 1pm, Knutsford**

Effective and ethical marketing is an essential part of the successful management of your practice but is it really possible to get results on a budget? This half-day seminar will examine how to make your marketing effective in current conditions and on a limited budget, and explore cost-effective ways to market architectural practices and services to your target clients.

Subjects covered will include:

- What marketing is and isn't, and the three major errors firms make in their marketing.
- The importance of gaining client feedback and how to use it effectively,
- Why using PR techniques is important
- Harnessing the power of e-marketing.

The seminar content will include:

- Assembling the right market info and research, how much you need and where to get it for free.
- Branding for the small firm, image and the marketing mix - what you need to know, what goes wrong and how to avoid the pitfalls
- The power of PR, create your own campaign through press releases and gain media coverage
- Cost-effective ways to make the most of resources and the four key mistakes made with websites
- E-marketing, viral marketing and social networking
- There will also be opportunity to get answers to your specific marketing issues.

**Speakers: Fiona Stuart-Wilson/John Shepherd.** Fiona Stuart-Wilson is a Director of UMD Professional Ltd., a business consultancy working with small professional practices, and author of several articles on marketing for professional practices. She has provided advice for a number of architectural practices over the last twenty years and is a Member of the Institute of Directors and a Fellow of the Royal Society of Arts. John Shepherd is a consultant with UMD Professional Ltd and a Director of a company providing e-marketing services to a variety of businesses and organisations. He has worked with scores of professional practices and lectures extensively on marketing around the UK.

**Venue:** Knutsford Civic Centre, Toft Road. Knutsford. WA16 0PE





## Booking Form

### Practical Marketing for Architects

Cost:	Delegate:	Reservation
CPD Club Member	Free (one delegate per club ticket)	_____
CPD Club Guests	£41.00 + VAT (one delegate per club ticket)	_____
RIBA / CIAT Members	£56.50 + VAT (Membership number required)	_____
RIBA Student Member	£25.00 + VAT (Membership number required)	_____
Others	£77.00 + VAT	_____

Contact Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_

Contact Telephone No : \_\_\_\_\_

Please note that you will be invoiced upon receipt of your booking. If you require a purchase order reference to be quoted on your invoice this must be supplied at the time of booking.

Cancellation: Please note that cancellations are required in writing no later than 5 clear working days before the event. Cancellations received after this time will not be accepted and will be subject to a charge. Delegate substitutions are permitted at any time.

To book a place please fax back to 0151 703 0108

Or email [daniel.crellin@inst.riba.org](mailto:daniel.crellin@inst.riba.org)

