

*To discover new
seas you have to
lose sight of
familiar shores...*



A MUST ATTEND ONE DAY SEMINAR

Our national training venues:

**LONDON
LIVERPOOL
MANCHESTER
NEWCASTLE**

“ ...You think you know marketing and then you realise there is still a lot to learn. A super overview with concrete examples of how you can apply it, very useful. ”



WWW.EMGUK.NET

SECRETS OF MARKETING LAWS

In an even more competitive market – it is essential that you understand the fundamentals of marketing success.

This seminar is useful for anyone wishing to enhance their company image, niche and exposure to potential clients.

This seminar also covers the fundamental rules of marketing and includes basic strategies on how to increase your profile, particularly on the internet.

6 CPD HOURS

Accredited by
Solicitors Regulation Authority

PROGRAMME

Full day: 9.00am - 5.00pm

Registration and coffee

- Introduction aims and objectives
- The law of the 'Dead End Street'
- The law of giving and selling

Coffee break

- The law of trust
- The law of 'Pull and Push'

Lunch

- The laws of the niche and brand
- The law of customer service
- The law of systems

Tea break

- Putting theory into practice
- Overview of Own Marketing
- Feedback

Close of seminar

COMPETITION IS AT ITS HIGHEST

And you must make sure that you have all the marketing tools at your disposal in order to attract new clients, keep existing ones and establish your brand further – whether London, UK or globally. These laws will provide the guidelines to practical steps you can take immediately on return to the office.

On completion of the seminar, delegates will be in a better position to:

- Learn new methods to enhance company profile and positioning;
- Understand how the internet is influencing consumer behaviour and how to capitalise on it for commercial benefit;
- Turn browsing potential clients into paying customers;
- Effectively build trust, credibility and a larger database of clients;
- Use your existing skills/company and reposition as an expert within your market;
- Re-evaluate your current marketing systems and embrace these new techniques for maximum effect and business advantage.

Our Strategy

Our strategy is based on personalised learning, where we aim to develop the competence and confidence of every delegate by actively engaging them in the seminars. Using case studies and practical examples, the delegates will be provided with a thorough grounding in this field and will gain the confidence needed to deliver accurate, effective advice.

SEMINAR PRESENTER - Amanda Steadman

A graduate of Business & French and German and after extensive international travel, Amanda embarked on a career in sales. After numerous years in recruitment she moved into consultancy and developing people globally within franchising and headhunting. Over the next few years she trained hundreds of consultants and owners in how to be successful. Her remit spanned: how to hire, train and retain staff; negotiate, lead, coach and present. Her emphasis was on how to create wealth through business and systems; whilst keeping the motivation and focus of the team. This also included consultancy, training and speaking engagements internationally in USA & Europe and in other languages in France, Germany, Czech Republic, Cyprus and Spain. After helping so many others develop successful businesses; it was time for her to do something different and even more challenging. She began coaching and running courses alongside her full time job, then began a joint venture consultancy in Resourcing and Training. She also built up an admirable property portfolio, inspired others to create wealth and take action to change their lives for the better. She is passionate about people development and ensuring that the key messages are developed in a creative, fun, way that gets results.



IN - HOUSE LEARNING & DEVELOPMENT SOLUTIONS

Tailor-made training for your company

If you have a group of three or more delegates you could benefit from our flexible, in-house training programmes. Call us for a free quotation.

Membership scheme

You and your firm could be saving £000s on your CPD training. Find out how to join our membership scheme and receive immediate benefits.

For more information please call our Customer Services **+44(0)208 822 3321**, e-mail us at **info@emguk.net** or visit us online at **www.emguk.net/membership**.

Who should attend?

This course will be of benefit to any professional wishing to enhance their company image, niche and exposure to potential clients.

Our commitment to you

In order to ensure maximum interaction with delegates, numbers will always be kept to 15 delegates or less per seminar.

Delegates will receive a comprehensive pack, including presenters' slides.

Continuing Professional Development

EMG Associates is approved as an external course provider by the Solicitors Regulation Authority (SRA) SRA reference No. **DKU/EMGA**.

Attending this seminar qualifies you for 6 CPD hours.

Certificates of attendance will be given to all delegates, so that they may claim appropriate credits in respect of other continuing professional development requirements.

SECRETS OF MARKETING LAWS

Our national training venues:

London: 7th Floor, 3 Shortlands, Hammersmith. W6 8DA
Liverpool: Il Palazzo, 7 Water Street. L2 0RD
Manchester: St James court, Brown Street. M2 2JF
Newcastle: The Collingwood Building, Collingwood Street. NE1 1JF
http://www.emguk.net/ap_traininglocations.asp

EMG Associates member price: £360 + VAT
Non-member price: £450 + VAT

Four easy ways to book

Telephone us on +44(0)208 822 3321
Fax this form to +44(0)208 822 3357
E-mail us at bookings@emguk.net
Post this form to Customer Services:
EMG Associates (UK) Ltd, 7th Floor, 3 Shortlands,
Hammersmith, London W6 8DA

Invoice/Payment details

NB. Payment must be in Pounds Sterling

- I am enclosing my cheque for £.....
payable to EMG Associates (UK) Limited
- I am paying by Bank Transfer (Bacs)
- Bank name: NatWest**
Sort code: 60-50-06
Account no: 37664018
- Purchase order:

The fee includes refreshments, administration and full documentation. For further enquiries relating to this programme, its content, the venue, or if you have any special requirements, please do not hesitate to call Customer Services on +44(0)208 822 3321.

Terms and Conditions

1. Confirmation of your booking will be sent by e-mail or post within 3 days of receipt of your booking. A VAT invoice and joining instructions will be sent to you acknowledging your booking. Please contact us if you do not receive this within seven days of booking. Seminar documentation is distributed at the time of the seminar. **2.** Upon receipt of your booking, your place(s) will be confirmed. Any cancellation must be received in writing. The following charges apply in the event of cancellations: Up to 15 days before the event – 10% + VAT; Less than 15 days before the event – 100% +VAT. A substitute delegate can be named at any time before the seminar begins without any charge. **3.** This booking form constitutes a legally binding contract. The delegate and the employer are jointly and severally liable for payment of all fees due to EMG Associates (UK) Limited. To the extent permitted by law, neither EMG Associates (UK) Limited nor its presenters will be liable by reason of breach of contract, negligence or otherwise for any loss or consequential loss occasioned to any person acting, omitting to act or refraining from acting in reliance upon the seminar, material or presentation of the seminar. **4.** Continuing Professional Development hours or points may be claimed from the following professional bodies: The Solicitors Regulation Authority and the Bar Standards Board. **5.** EMG Associates (UK) Limited may periodically contact you with details of seminars that may be of interest to you. Please write to the Customer Services Team if you do not wish to be included in this activity. **6.** It may be necessary for reasons beyond the control of EMG Associates (UK) Limited to change the content and timing of the seminar, the presenter, the date or the venue. In the unlikely event of the seminar being cancelled, EMG Associates (UK) Limited will automatically make a full refund but disclaim any further liability. **7.** EMG Associates (UK) Limited reserves the right to change the timing of the seminar, the presenter and the date and venue due to reasons beyond their control. EMG Associates accept no liability if, for whatever reason, the seminar does not take place.

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Delegate details (Please complete in BLOCK CAPITALS)

Full name: _____

Job title: _____

E-mail: _____

(To enable us to confirm your booking as efficiently as possible, please supply your e-mail address.)

Telephone: _____

Special requirements: _____

Invoice details

Name/Company: _____

Address: _____

No. of employees 1-5 6-10 11-25
in your organisation: 26-50 51-99 100+

Booking details

Please see the website for available dates and locations:
http://www.emguk.net/bp_cpddirectory.asp

Course date: _____

Course location: _____

(For more than one delegate please photocopy this form.)