



Seminar Agenda

Objective: Retain & Grow Your Existing & New Clients

Tuesday 10th August 2010

08:30 am **Registration**

09:00 am **Introductions**

09:15 am **Who Are Your Customers? Strategic Planning Review**

You will discover the questions & answers, to know your customer better than any of your competition

You can't create a plan for how to improve your marketing and increase your business without first considering your long-term goals

We will cover strategic planning and the key factors involved for your company linked to marketing

- Turn Prospects Into Client Who Will Regularly Work With You

- The 'Who; What; Why; & How Can You Help Them Specifically?'

- What Does Your Prospect Need?

Why Are They Planning Construction?

10:15 am **Break & Networking**

10:30 am **Increase Your Referrals – 7 Ways To Test & Track Your Marketing Results**

Whether you are talking about referrals, existing customers or gaining new customers you need to be tracking and testing what produces a positive ROI

This includes different ways of communicating to existing clients

How do you track and plan your marketing expenditure?

- How Do You Know Your Marketing Is Working?

- Your Website Is The ONLY Way To Track This Critical & Valuable Info

- Which Are The Most Important Statistics From Your Website Analytics?

12:00 pm **Lunch & Networking**

01:00 pm **How Do You Enter & Research A New Niche With Minimum Risk?**

Entering a new and promising field of practice can be a risky venture if you haven't done your homework.

Architecture companies & practices can reduce their risks & market research expenses by utilizing low cost and easy to use free tools on the Internet. Discover how you can use these tools to check on market demand, competition, market trends & behavior & other important data.

- Profiling – Websites & Social Networking, News, Blogs, Press Releases & More

- Keyword Research To Understand The Demand Online from Business & Consumers

- Mind Maps Of Influencers

02:00 pm **What Online Tools Can You Use To Improve Client Communication?**

A clear & effective communication strategy between the architect & the client is the foundation of every successful project.

This segment will discuss the various online tools you can use to communicate your ideas to your clients as well as collaborate on different projects.

- Track & Test Your Emails Effectiveness

- CRM, Lead Management, Website CMS

- Video, Webinars, Mind Maps, Profiles

- Your Customer Experience

03:00 pm **Break & Networking**

03:15 pm	<p>Outsourcing – Can You Afford To Ignore it?</p> <p>More and more companies & practices are turning to outsourcing not just to reduce cost but also to speed up processes & meet their client's deadlines & expectations.</p> <p>In effect, outsourcing has become not just business expense issue, it also has become a tool for increased competitiveness.</p> <p>This section will reveal how outsourcing, when properly implemented, will give architects the opportunity to compete with the 'larger companies' at a whole new level.</p>	<ul style="list-style-type: none"> - 2D & 3D Animation & CAD - Interior Design Drawings - Shop Drawing Services - Mechanical Engineering & Plumbing Drawings - Marketing Copywriting - Secretarial
04:15 pm	<p>Promoting Your Brand & Business Online – The Secrets Revealed</p> <p>Every project, building & design implemented by architects is considered a personal & corporate signature.</p> <p>It is imperative for Architects therefore to project & protect their business, brand or reputation online</p> <p>Discover how you can leverage the Internet to boost & track your reputation Online and secure closer linkages with your existing & future clients.</p> <p>This section will also cover the opportunity to increase your companies global profile & showcase Queensland Architecture to the International Media / architectural industry,</p>	<ul style="list-style-type: none"> - Social Media – Is It Only For Consumers Or For Business As Well? - Reputation Management Online - How To Influence Government, Commercial, Retail, Universities - HEAT – Queensland Government initiative through DEEDI
05:00 pm	<p>Questions?</p>	<ul style="list-style-type: none"> - What Is The Next Step? - What Else Would You Like To Know About? - References – More Information - Contact Information
05:30 pm	<p>End of Seminar</p>	
	<p>* \$497 + GST For The Day Per Person</p> <p>* Early Bird Investment \$397 + GST By The End Of August 5th</p> <p>* Group Investment Opportunity (3 people) \$397 x 2 and 1 at \$247 + GST</p> <p>Students – Please Contact Us</p>	

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Google Map <http://budurl.com/rqzy>

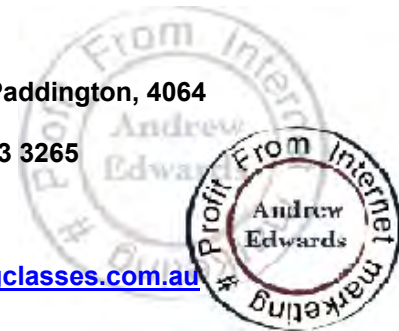
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