

# Conference Theme

This year's conference is all about **business development**. Bernard Savage, from Size 10½ Boots, a specialist business development agency that works solely with professional service firms returns as our keynote speaker once again.

Since it was founded in 2005 Tenandahalf have helped a huge number of accountancy, law and intellectual property firms all over the world grow. They look at the fundamentals. What new business development or marketing strategies could you employ? How do you win more new clients? What do you need to do to improve the way you cross-sell your services? How could you improve your pitches, tenders or marketing collateral? How can you increase client retention by improving the level of service you offer your existing clients?

Whatever the project Tenandahalf believe success is ultimately linked to one thing - confidence.

Tenandahalf help professional service firms cultivate that confidence by providing practical, straightforward suggestions based on the extensive business development experience their directors have built up both within the professional services and within a more traditional blue chip environment at Procter & Gamble, Shell and Informa.

## 5 things that you will learn from Bernard's engaging Business Development workshop:

- # How to make winning new business easier and more targeted to profitable new clients
- # How to create more value from existing relationships with clients, referrers and professional contacts
- # How to reduce your cost of sales in promoting your firm
- # How to remove the barriers that are limiting your progress in implementing Business Development strategies
- # What buyers of advisory services really really really want! (Bernard has interviewed more than 1000 so should know!)

## How will this learning be presented?

- # An engaging talk with numerous anecdotes and real world business examples
- # Table discussions where you can share experiences with members across the association
- # A practical exercise that is guaranteed to keep you energised even after a late night out in Milan