

# guerrilla tactics: on manoeuvres

Name	
Organisation	
Address	
Postcode	
Telephone	
Email	

I would like to attend the following seminars (please select):

- Plan of Attack!** Strategising for Success, 27 January 2010
- Bulletproof!** Understanding Your Costs & Negotiating Fees, 25 February 2010
- Ambush!** Generating and Converting More Quality Leads, 20 April 2010

### Fees

**RIBA Members**  
 1 seminar: £58.00 + VAT    2 seminars: £98.60 + VAT    3 seminars: £139.20 + VAT

**Non Members**  
 1 seminar: £68.00 + VAT    2 seminars: £115.60 + VAT    3 seminars: £163.20 + VAT

**Students**  
 1 seminar: £35.00 + VAT    2 seminars: £59.50 + VAT    3 seminars: £84.00 + VAT

### Payment Details

- Please find a cheque enclosed for £.....made payable to RIBA South
- I would like to make a £.....donation to the Architects Benevolent Society

**Please return this form to RIBA South, Room G01, Building L019, University of Reading, London Road, Reading, RG1 5AQ or fax back to 0118 931 4493.**

### Booking Conditions

- Refunds cannot be made, but substitutes are accepted at any time. Please inform RIBA South of any changes by calling **0118 987 4900** or emailing **caroline.cotton@inst.riba.org**
- Please note bookings cannot be confirmed until payment has been received.
- VAT receipts will be sent to you along with a confirmation letter and a map/directions once your booking form and payment have been received.



South

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**Plan of Attack!**  
**Strategising for Success**  
27 January 2010, 2-5pm

**Bulletproof!**  
**Understanding Your Costs and Negotiating Fees**  
25 February 2010, 2-5pm

**Ambush!**  
**Generating and Converting More Quality Leads**  
20 April 2010, 2-5pm

**Venue**  
Wolfson College, Oxford

*Series sponsored by*



## Seminars

### Plan of Attack! Strategising for Success 27 January 2010

This seminar, led by Bill Hammill of Management Assist (West) Ltd, will cover the essentials of business planning. Topics will include:

- Business planning and strategising for success:
  - Setting goals & objectives
  - Strategic tactical planning
  - Monitoring and revising
- Making the most of your resources and skills:
  - Managing and forecasting cash flow
  - Using cash flow efficiently & effectively
  - Recruitment and performance planning
  - Self & employee development
  - Capital expenditure: purpose, cost or benefit, replace or refurbish
- Successfully resourcing projects:
  - Understanding the project
  - Assembling the right skills
  - Roles within a project team
  - Using project tools

### Bulletproof! Understanding Your Costs and Negotiating Fees 25 February 2010

Unless you know your practice's strengths and weaknesses as a business, it is almost impossible to evaluate the things you do, and so find that perfect balance between business acumen and professional creativity. This session, presented by Caroline Cole of Colander Consulting, will:

- look at the different business measures and benchmarks that can pinpoint where individual practices might be losing profit, or where there is an opportunity to develop the business further.
- identify data that needs to be collected to allow these measures to be undertaken.
- look at how benchmarking results should be interpreted to improve profitability.
- look specifically at the RIBA's new benchmark initiative and address the questions that need to be answered by participating practices.

Adrian Dobson, RIBA's Director of Practice, will then present the issues that need to be addressed when negotiating appointments and fee agreements, including:

- Why you need a comprehensive appointment agreement
- Defining the Appointment: RIBA Appointment Agreements 2007
- Letter contracts for very small projects
- Getting the right fee: fee setting and negotiation
- Adding value: demonstrating how your service adds value for your client
- Getting paid: strategies for getting paid and maintaining cash flow.

### Ambush! Generating and Converting More Quality Leads 20 April 2010

In a shrinking and fiercely competitive market it is more important than ever to improve the quality of the leads you generate to achieve a higher conversion rate. This workshop, delivered by Derek Blackburn of Sidona Group, will offer practical support to enable you to attract more leads, compete more successfully and win more work. Topics covered will include:

- Identifying opportunities through market segmentation and lead generation methods
- Understanding your own communication style and those of others and how these impact on the choices customers make
- Developing your personal brand and reputation through different marketing channels to win business and strengthen loyalty
- Applying the principles of trust and commitment to developing great networks, partnerships and building client relationships
- Personalising your service in a way your customers value
- Gaining commitment from the customer to secure the sale
- Group sharing of ideas and best practice.

## Speakers

### Bill Hammill, Management Assist (West) Ltd

Bill is an Interim Manager & Business Consultant for Management Assist (West) Ltd, specialising in Finance Management, Business Planning, People Management & Operational Systems and Controls. Bill has over 32 years of experience in providing business support to small and medium size enterprises (SMEs)

### Caroline Cole, Colander Consulting

Caroline is the founder and director of Colander ([www.colander.co.uk](http://www.colander.co.uk)). She works across the built environment helping architects develop their business and management skills, so that they can establish and maintain a profitable balance between creative excellence and business acumen.

### Adrian Dobson, RIBA

Adrian is a Chartered Architect and the current RIBA Director of Practice. Before joining the RIBA Adrian worked for NPS Property Consultants Ltd, where he was the Deputy Practice Manager of the Bedfordshire office, with responsibility for a multi-disciplinary design team

### Derek Blackburn, Sidona Group

Derek is Managing Director of Sidona Group. He spent 20 years in senior service leadership roles within financial services, including the setting up of Egg plc before forming Sidona Group in 1999. Derek has delivered customer experience consultancy and training to many companies in the construction sector as well as in retail, housing, tourism and the communications industry.