

guerrilla tactics: on manoeuvres

Guerrilla Tactics comes to Brum.

Spaces are limited and filling up fast, so book now to avoid disappointment.

RIBA West Midlands and Business Link West Midlands are running a one day Guerilla Tactics conference in Birmingham. Based on the successful annual conference at RIBA's HQ offices, this event is aimed at small practices and will give strategic insight to marketing, branding, business planning, fee negotiating, accessing new markets, maximising profits and much more besides.

At £30 + VAT (£40 for non-members) this is an opportunity not to be missed.

Location: The Balcony Rooms, Regen WM, Level 4 Millennium Point, Birmingham.

Date: Thursday 13th August, 2009

9:00 Rendezvous, Introduction and overview by Dhiran Vagdia, Chairman RIBA West Midlands and Ruth Reed, President Elect of the RIBA

10:00 Plan of Attack. Business Strategies for Successful Practice.

Dave Meseck, Business Link

10.20 Advantage West Midlands (tbc)

10.40 Roy Casey, Success Train and Chair of the Black Country Best Practice Club

11:00 Refreshments

11.15 War Paint! Using branding to reposition your practice

David Whickham, Chartered Institute of Marketing

11.35 David Beech, David Clarke Associates

11.55 Sarah Hughes, Giraffe Communications

12.15 Lunch

13:00 Scope the Territory. How to move into new and challenging markets

13.20 Birmingham Chamber (tbc)

13.40 David Bucknall, Bucknall Austin

14:00 Bullet Proof Negotiating. Meet the toughest challenge. Negotiating the right fee and maximising profits

Keith Blizzard, Shakespeare Putsman

14.20 Adrian Dobson, RIBA

14:50 De-Brief

15.20 Close

To book your place contact the regional office on 0121 2332321 or riba.westmidlands@inst.riba.org

Guerilla Tactics WM will be at RegenWM's office on Level 4 of Millennium Point on 12 August and is an all day event. Book now to confirm your place.