

Survive and Prosper; Tips for Trading in Difficult Times

Thursday 12 February 2009

Surviving the Downturn and Gaining Competitive Advantage to Win

The first part of the session will look at **'Sharpbend'** - Actions to survive the downturn and follow-on with success. Improving business performance through a competitive advantage is central to the objective of any strategist. Learning the lessons from companies, or competitors, which have successfully achieved a superior performance is a useful starting point.

Then we will consider a methodology to develop Competitive Advantage:

Review your operations - Build a picture of your business's activities and direction, how you got where you are.

Analyse industry competitiveness - There are five forces which shape industry competitiveness – understand them and how you can use them.

Develop your Competitive Advantage - Understand the four simple rules to gain competitive advantage.

Remember the marketing triad of – Customer, Company, Competition.

What routes can you use in developing CA? Understand and exploit the three routes to Competitive advantage, develop your marketing mix, understand the factors influencing demand for your service.

Analyse your Client Database - Make the most of who you know - clients and contacts are major assets.

Develop a strategy for success - Differentiate your offering, develop a plan, and exploit the strategy on all fronts.

Golden Rules for Winning Work - Develop a regime to maximise your chances of gaining lucrative contracts.

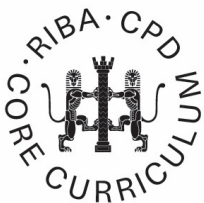
The Importance of Networking - Develop and manage a network of productive contacts.

Speaker: Les Bailey, Orion Management

Venue: Fazeley Studios, 191 Fazeley Street, Digbeth, Birmingham, B5 5SE

Date: Thursday 12 February 2009 - 14.00-17.00 (registration 13.30)

<u>Fees:</u>	RIBA Club Members	£46.00 (£40.00 + VAT)
	RIBA Members	£63.25 (£55.00 + VAT)
	Student Members	£23.00 (£20.00 + VAT)
	Others	£86.25 (£75.00 + VAT)



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Send booking form to RIBA CPD, RIBA West Midlands, BMI, Margaret Street, Birmingham, B3 3SP or fax to 0121 233 4946. Tel: 0121 233 2321. Please note that the last date for registration is five days before the event. Refunds for cancellation cannot be made after that date although a substitute delegate can be nominated. The RIBA reserves the right to substitute speakers or cancel events should exceptional circumstances arise.