

# Core CPD 2020



## Business resilience: managing a business in uncertain times

A successful firm of architects needs to balance the delivery of high-quality architecture with the careful management of the business. In times of uncertainty, the fast pace of modern practice can sometimes make it difficult to see the big picture and consider future opportunities and threats.

This seminar will provide you with helpful and practical tips on running a successful practice and is targeted at both experienced and less experienced practitioners.

Whether the practice wishes to grow, move into new sectors, or simply maintain its current operation, this interactive session will explain why a plan is important, covering the following:

Internally focused concerns: operational factors

- Your business and future aspirations
- Understanding your strengths and the possible threats
- Impact on working capital and cash flow at times of growth and recession
- Using practice data to maximise profit
- Your business plan, implementation and monitoring
- Your office team, using unique skills
- Planning for uncertainty, considering resilience

Externally targeted issues

- Understanding your markets and trends, maintaining a competitive edge
- New sectors, diversification of service, opportunities and risks
- Increasing your profile, targeting changes in perception
- Getting the message out there and using social media

Implementing and monitoring the plan

- This CPD will focus on “How you can achieve your targets and build in resilience”, using case studies with an interactive exercise and helpful tips

[Click the dates below to book](#)

**Speaker:** Peter Farrall, University of Liverpool

Peter is an architect with 25 years' experience as a partner at a small multidisciplinary firm of architects and quantity surveyors, Design Group Chester (DGC). In 2015, he became a full-time member of the academic staff at Liverpool University School of Architecture, where he is responsible for delivering practice management lectures and running the fourth year of the MArch programme. Prior to joining DGC, Peter worked for a number of larger practices in the North West. He is closely involved with the RIBA, President Emeritus of the Liverpool Architectural Society, and has served on the National Council.



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## Core Curriculum topics:

1. Business, clients and services
2. Procurement and contracts
3. Legal, regulatory and statutory compliance

## Dates:

Thursday 06 February, Bath  
Thursday 19 March, Norwich (City)  
Thursday 26 March, Manchester  
Thursday 02 April, Crawley  
Thursday 30 April, St Albans (City)  
Thursday 14 May, Liverpool (City)  
Tuesday 02 June, Cambridge  
Wednesday 03 June, Reading  
Wednesday 10 June, Leeds  
Wednesday 17 June, Salisbury (City)  
Wednesday 24 June, Hereford (City)  
Tuesday 30 June, Exeter  
Thursday 09 July, Gateshead (City)  
Thursday 16 July, London AM  
Wednesday 22 July, Nottingham  
Tuesday 22 September, London PM  
Thursday 05 November, Chelmsford  
Thursday 12 November, Truro (City)  
Thursday 03 December, Birmingham

## Fee:

### Core Pay-As-You-Go (2.5hrs)

RIBA Members	£47+VAT
RIBA Student Members	£15+VAT
Non-RIBA Members	£94+VAT

### City Pay-As-You-Go (1-day)

RIBA Members	£108+VAT
RIBA Student Members	£50+VAT
Non-RIBA Members	£216+VAT

Alternatively, purchase an RIBA CORE or CITY Club Ticket which allows access to all 10 seminar topics in one location. A club ticket will ensure that you easily complete your core requirement CPD needs.



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