



**Beating the recession: Network and Turn Contacts into Clients**  
**Thursday 23<sup>rd</sup> April 2009**  
**9.30am-12.30pm (includes buffet lunch)**  
**Foreign Press Association, 11 Carlton House Terrace, London SW1Y 5AJ**

In these challenging times, it is more important than ever that we make sure that our business development skills are sharp, so we secure new clients.

Networking successfully, setting up new business meetings and winning contracts is difficult for many people and particularly in a recession.

NotOut, a leading outplacement company, is hosting a half day workshop on Thursday 23 April 2009 at the Foreign Press Association, London, offering delegates the chance to learn how to network and market effectively to win business. There will be a chance to practice new networking skills and everyone will leave with their own Personal Action Plan.

Delegates will learn the key to new business success - from identifying and creating opportunities, to setting up successful meetings, through to keeping in touch with contacts, without seeming pushy and most importantly, how to seal the deal.

Pippa Blackmore, a facilitator with over 20 years' experience of training international companies on how to improve profitability and raise their profile is running the event. She is a leading business development expert and has worked on over 70 top interim business development assignments.

Rachel Youngman, a consultant and interim in the public and not for profit sectors, attended Pippa's course when she started her business. She says, "From my Personal Action Plan developed during the workshop, I came away with greater control over the direction and ultimate success of my business both as an Interim Manager and Consultant. My first consultancy contract was a result of networking at a reception immediately following the workshop! It is now five years since I attended the workshop and I still make sure that each month I apply Pippa's methods in a systematic way."

Delegates will have the opportunity to develop their knowledge and skills and discuss their personal challenges. Pippa will also give advice and provide solutions to their issues.

Tickets cost £220. To reserve a place, please contact [michael.guest@not-out.co.uk](mailto:michael.guest@not-out.co.uk) and please send your cheque to:

Not Out Ltd  
Suite 122, 95 Wilton Road  
London SW1V 1BZ  
Telephone: 020 7828 5290  
Fax: 020 7630 8124

## **Beating the recession: Network and Turn Contacts into Clients and Referrers**

### **A Workshop presented by NotOut**

**Facilitator:** Pippa Blakemore, the PEP Partnership LLP

### **CONTENT**

#### **Networking**

1. Where to Network effectively
2. How to identify and create appropriate opportunities
3. The research and preparation you need to do beforehand
4. Developing the skills required
5. How to create a programme for structured and long-term follow-up after any event

#### **How to develop relationships with networks, service providers and other contacts**

1. Methods you can use to take relationships forward
2. Practical hints on overcoming barriers to keeping in touch with people
3. How to obtain a sales meeting

#### **Conducting a successful sales meeting**

1. Be prepared for anything
2. Research the client's sector, industry, business and the pressures on it
3. Understanding the client's objectives, needs, concerns and problems
4. Conveying the difference between Consultant, Interim and Permanent
5. Conveying how you will add value
6. Reading and projecting body language
7. Your key messages
8. Handling difficult questions
9. How to discuss fees with confidence and without embarrassment
10. Closing the deal, asking for and winning the business

### **ABOUT PIPPA BLAKEMORE**

I have worked for more than 70 law firms, commercial organisations, not-for-profit organisations and charities on an interim, project or ad hoc basis, for over 23 years. I work throughout organisations ranging from the Board on strategic development to all members of an organisation to ensure strategy implementation. I aim to give innovative and creative advice, which is also jargon-free, relevant and practical.

As an Interim Director of Business Development, I integrate immediately into a firm and become an accepted member of any team which I join, whether it is as the leader, a member, facilitator, coach or an advisor to that team. I "hit the ground running", become effective immediately, while, at the same time, being acutely sensitive to firm and personal politics.

I have worked in the United States, Europe, Africa and Scandinavia and presented in Chicago, Prague, Amsterdam, Auckland, Singapore, Buenos Aires and in Peru. I have published widely on many aspects of my work. I have also had my research on food, wine, European Politics and European Education systems published in books and articles. I graduated from the University of Bristol in Politics, having also studied Philosophy and Economics, and obtained a Post Graduate Certificate in Education in History.

For more details, see [www.pep-partnership.co.uk](http://www.pep-partnership.co.uk)