

Building New Business With Breakthrough Relationships

November 3, 2004 • Microsoft Customer Briefing Center

EVENT DESCRIPTION

Business Development Institute and PM Forum North America are producing a special one-day symposium devoted to exploring how to effectively build and maintain breakthrough relationships that generate new and sustainable business in the professional services sector.

From the latest in technology applications, to the unique and innovative marketing, communication and business cultivation techniques that are being used successfully in the marketplace, we will examine how to identify and leverage the spectrum of Relationship Marketing solutions that can most effectively deliver real results for in the professional services sector.

AGENDA

9:00 AM to 9:30 AM	Program Registration
9:30 AM to 9:40 AM	Welcome/Opening Remarks
9:40 AM to 10:10 AM	Opening Keynote Address
10:10 AM to 11:10 AM	Session 1 –Marketing Roundtable: Marketing Leader Perspectives
11:10 AM to 11:25 AM	Session 1 Q&A
11:25 AM to 12:05 PM	Case Study
12:05 AM to 1:15 PM	Lunch & Sponsor Presentation
1:15 PM to 2:15 PM	Session 2 – Making The Connection: Unique Tools For Building Client Relationships
2:15 PM to 2:30 PM	Session 2 Q&A
2:30 PM to 3:00 PM	Case Study
3:00 PM to 3:15 PM	Break
3:15 PM to 4:15 PM	Session 3 – Business Development: Driving New Revenue By Managing Your Relationship Assets
4:15 PM to 4:30 PM	Session 3 Q&A
4:30 PM to 5:00 PM	Closing Discussion – Bringing It All Together
5:00 PM to 6:00 PM	Cocktails & Networking

CONFERENCE SPEAKERS

Maxine Friedman, Managing Director, Global Corporate Services, CB Richard Ellis
Darryl Cross, Director of Business Development, Interface Software
Larry Bodine, Regional Director for North America PM Forum
Ross Dawson, Author, Living Networks & Developing Knowledge Based Client Relationships
Jason Dinwoodie, Director of Communication, Orrick Herrington & Sutcliffe
Sally Glick, Chief Marketing Officer, J.H. Cohn
Craig Levinson, Director of Marketing and Business Development, Brown Raysman Millstein and Felder
Kathleen Reichert, VP Marketing and Communication, A.T. Kearney
Elizabeth Anne Tursi, Director, American Lawyer Media, Law Journal Newsletters
John Klymshyn, Author, Move the Sale Forward
Jasmine C. Trillos-Decarie, Senior Marketing Manager, Goodwin Proctor, LLP
Scott Allen, Co-Author, The Virtual Handshake: Opening Doors and Closing Deals Using Online Social Networks
Stowe Boyd, COO & President, Corante
Cem Sertoglu, CEO, SelectMinds
Phil Arturi, Vice President, Sales & Marketing, LeadMasters, Inc.
Jeff Hipschman, Senior Vice President and Partner, CB Richard Ellis
Roy W. Hoffman, Managing Director, International Services Group, American Express Tax and Business Services, Inc.
Peter Hutto, Vice President of Business Development and Marketing, ZeroDegrees
David Teten, CEO, Nitron Advisors
Michael Salmon, President, Salmon Says
Rob Lieberman, President, All-Ways Advertising Company
Michael Donaghey, Founder, Business Development Institute
Debby Foster, Director of Alumni Relations and Sports Sponsorships, BearingPoint

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