

# CPM21: Networking & Marketing in a Regulated Business

6 CPC Credits = to 6 CPD Hours SRA Competency Framework C1, C3



## What will the course cover?

- What is networking?
- The Link between marketing and networking
- Being an ambassador for the firm, not just your own department
- How to get everyone in the firm to become an ambassador for it
- How to overcome mind-sets that prevent networking
- Types of networks
- Tactics for Networking and Referral Building
- Virtual Networking
- Planning your Networks

## Who should attend? – Essential Course for:

- Trainee Solicitors
- Newly Qualified Solicitors

28<sup>th</sup> September 2017

9:30 AM – 4:30 PM

Venture House,  
Near Cardiff

£150.00 + VAT

## Why is it Essential?

In an area with immense competition to provide services, if you or your firm are not networking, then you will lose new matter starts to your competitors, who can be guaranteed to be doing everything they can to take them away from you...including networking...

## Course Tutor

Paul Jones is a former senior manager for a global electronics organisation, and business consultant for SME's and corporate clients.

He has extensive experience of helping firms in England and Wales comply with Outcomes Focused Regulation, Conveyancing Quality Scheme, Lexcel, Compliance Plans for COLPs, Strategic Business Planning and Six Sigma.

There was a time when all a Solicitors' firm had to do was hang up a sign outside their door saying they were open, and the clients would come flooding in.

But it was a long time ago now...

The modern solicitors' practice has to work far harder to build their new matter starts and use a variety of methods and media that weren't available in that halcyon age. It also has to comply with the various rules and regulations applied by its regulators that other unregulated businesses don't, making competing with them much harder.

Want to know more or book?

Complete the booking form overleaf and return it to us with your cheque.

E: [book@cpm21.co.uk](mailto:book@cpm21.co.uk)

Or visit

[www.cpm21.co.uk](http://www.cpm21.co.uk)

for more information or to book using PayPal/Credit Card

Please Reserve

Place(s) on the above course

Course Code: CPM21/28/09/17/1

**On:** 28<sup>th</sup> September 2017**Location:** Venture House  
Near Cardiff

## CPD Course Booking Terms &amp; Conditions

1. Course fees must be paid on or before the date of the course. If you fail to attend after booking the course then you remain liable for the fee subject to clause 7 below
2. Confirmation of booking and details of venue will be sent by e-mail only to the e-mail address provided.
3. A receipted VAT invoice will normally be issued to the delegate/organisation within 14 days of the conclusion of the course.
4. Course documentation will be distributed at the event.
5. Prices may be subject to change and may vary depending on locations of the course (to allow for varying venue costs etc.)
6. We are SRA approved external CPD course provider and provide CPD hours for those subject to that scheme. It is a condition of the allocation of hours that you attend for the duration of the course and personally complete and sign the CPD register to confirm that you have done so. The relevant CPD reference will be provided by the tutor on the day and will be shown on the CPD register. You should make a note of this and the hours awarded for your own CPD records.
7. We reserve the right to vary, cancel or postpone a course at short notice where necessary. Cpm21 accept no liability if the course does not take place. Refunds will be made as appropriate if the course is cancelled by us.
8. You may cancel/postpone your attendance up to 14 days before the event, provided you e-mail such confirmations to [support@cpm21.co.uk](mailto:support@cpm21.co.uk) We cannot accept telephone, letter or faxed cancellations.
9. You may send a substitute delegate without notifying us in advance but the change must be made clear on the signed CPD register.
10. Data Protection – we may periodically contact you with updates. Information and details of courses and services. If you do not wish to receive such updates or information then please e-mail [support@cpm21.co.uk](mailto:support@cpm21.co.uk)
11. The presentations, materials and notes for our courses are prepared solely for the benefit of the delegates attending that course. They are intended to be an integral part of the course presentation and do not necessarily stand on their own outside that context. They must not be used for giving advice in a specific situation. Neither cpm21 nor any of its consultants or tutors shall have any responsibility or liability for losses (including consequential loss) occurring because a person acts upon or fails to act based on any statement made by the consultant or tutor or contained in the course materials, notes or presentations. Our tutors are not authorised to provide practice management, legal or other advice relating to any specific situations or issue as part of our training courses and you should seek appropriate professional, financial or legal advice before making any decisions or taking any actions based on what you have heard, learned or read about on the course.

**Business Name:** \_\_\_\_\_**Contact Name:** \_\_\_\_\_**Contact E-Mail:** \_\_\_\_\_**Contact Telephone:** \_\_\_\_\_**Special Requirements:** \_\_\_\_\_Course Cost **£150.00 Plus VAT**

Cheques should be made payable to  
**CPM21 Ltd**, and sent with this booking  
form to (our registered Office:

CPM21  
Ty Menter (Venture House)  
Navigation Park  
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T: **01443 742895**E: [book@cpm21.co.uk](mailto:book@cpm21.co.uk)[www.cpm21.co.uk](http://www.cpm21.co.uk)Cpm21 (21<sup>st</sup> Century Professional Management) is a trading name of cpm21 td.

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