



Marketing Professional Service Firms

Programme Code: S100303S

Speaker	Mr. Robert Sawhney BSc (Hons), MBA, MCIM Mr. Sawhney is the managing director of SRC Associates Ltd, a Hong Kong based firm that works with professional services firms throughout Asia on their key strategy and marketing issues. He is the author of Marketing Professional Services in Asia (Lexis Nexis, 2009) and numerous articles for prominent publications such as A Plus, Business Times (Singapore), Lawyers Weekly (Australia), Hong Kong Lawyer etc. Mr. Sawhney is a frequent speaker and has worked with many professional service firms in Hong Kong and elsewhere.
Date	Wednesday, 3 March 2010
Time	6:30 p.m. – 8:00 p.m.
Venue	Hong Kong Institute of CPAs Training Centre, 27/F., Wu Chung House, 213 Queen's Road East, Wanchai, Hong Kong
Enrolment fee	HK\$190 for HKICPA member or student; and IA/HKIAAT's member or student HK\$180 for online enrolment HK\$330 for non-member
Language	English
Format	Seminar, interactive with real life examples
Competency	General Business and Professional Knowledge, Leadership and Business Strategy*
Rating	Leadership Level* - Sought as a resource for advice in complex situations. Strategic appreciation of trends and future directions in the knowledge area. Make significant and original contribution to a specialised field, or to broader interdisciplinary relationship. Play leadership role in specific area of expertise in the organisation.
Target audience	This seminar is for the senior partners and executives of the firm. It is for those who have key decision making roles in the strategic direction of their firm and have responsibility for the management and operations of the firm.
CPD credit	1.5 hours

About the programme

Marketing has a significant impact on a firm's performance, but sometimes not in the way it is understood and practiced today within professional service firms (PSF). Marketing is a culture and set of behaviours that allows your firm to become truly client oriented and differentiated. The problem in Asian accounting firms is that marketing has sometimes been relegated to the role of tactical promotional tool and business development. This seminar will show you how marketing should be understood and embraced within a PSF environment that will forever change the way you think about marketing. If you are serious about improving your firm's performance and understanding marketing as a strategy, and the interaction of core activities such as Knowledge Management, this seminar is for you.

* Please refer [here](#) for descriptions of other competencies and ratings.

HONG KONG INSTITUTE OF CERTIFIED PUBLIC ACCOUNTANTS

CPD ENROLMENT FORM (For Support Programme)

To confirm your CPD booking,
just log on to "MyCPA" at
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Operation & Finance Department,
Hong Kong Institute of CPAs,
37/F, Wu Chung House, 213 Queen's Road East, Hong Kong

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Payment & Enrolment Status Enquiry: 2287 7381
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Course Information Enquiry: 2287 7386
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Deadline: 7 working days before the date of the programme

No.	Membership		Full Name of Participant(s) (Block Letters)	Company	CT System ⁽²⁾	Programme Code	Fee (HK\$)	
	No.	Status ⁽¹⁾						
1								
2								
3								
4								
5								
							Total (HK\$)	

I am unemployed and planning to rejoin the workforce.

The Institute reserves the right to allocate places to enable the enjoyment of more members in this event.

The Institute's decision is final. Applicant must submit the enrolment form 10 working days before the event.

Contact Person : _____ Tel No. : _____ Fax No. : _____ E-mail : _____

Payment Method (Please tick the appropriate box)

<input type="checkbox"/> Cheque (payable to "Hong Kong Institute of Certified Public Accountants")	
Cheque No.:	Bank:
<input type="checkbox"/> Visa / Master Credit Card	Card Number : <input type="text"/>
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- Notes:
- Membership Status: **NP** = Non-Practising, **P** = Practising, **IA** = International Affiliate, **S** = Student, **HKIAAT** = HKIAAT Student or Member, **GAA** = GAA Passport holder, **NM** = Non-Member.
 - Please put a "✓" in this column to indicate you wish to register by Computerized Ticketing System. Instead of a ticket you will receive a confirmation receipt by post. Details of the system can be found at <http://www.hkicpa.org.hk/membership/cpd/ticket.php>.
 - All applications are on a first-come-first-served basis. In the event of over-subscription, priority will be given to members and students of HKICPA.
 - Application by fax will ONLY be accepted when payment is made by Visa/Master credit card. Please ensure all the particulars relating to payment are completed, otherwise the application cannot be processed. There is NO need to send in the enrolment form again if it has already been faxed to the Institute.
 - Cheque(s) should be made payable to "Hong Kong Institute of Certified Public Accountants". Please issue SEPARATE CHEQUE for each event.
 - Successful applicants will receive admission ticket or confirmation notice (for those who opt for Computerised Ticketing System) at least 3 working days before the event. Unsuccessful applicants will also be notified around the same time. If you have not heard from the Institute regarding your registration 2 days before the event and if you have other enquiries related to the programme, please make enquiry at 2287 7386 or 2287 7253.
 - NO REFUND/CANCELLATION will be entertained after the application is processed. If you are unable to attend the enrolled programme, you may nominate a substitute to take your place, provided that the Institute is notified in writing at least two working days prior to the event date.
 - All scheduled events will be cancelled and postponed to a date to be announced in the event of typhoon signal no. 8 or above or if a Black Rainstorm warning is hoisted. For details of bad weather arrangement for CPD programmes, please refer to the Institute's homepage.
 - The Institute reserves the right to change the venue, date or speaker of the event due to unforeseen circumstances.
 - All personal data collected from the enrolment process, and administration of the CPD Programmes will only be used for the purpose of the administration of the course on which members are enrolled.

Please fill in the following label CLEARLY for mailing of admission ticket:

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