



# The Imperative of Integrating Marketing and Business Development

Programme Code: S111214S

To articulate marketing and business development (BD) in professional service firms is a key factor to success and profitability. How they should be integrated?

This seminar will explain how marketing and BD can be effectively integrated for superior firm performance and why it requires a firm wide effort led by senior partners. Marketing and BD are too important to be left to the marketing department and this seminar will show you why.

<b>Date</b>	<b>Wednesday, 14 December 2011</b>
<b>Time</b>	<b>6:30 p.m. – 8:00 p.m.</b>
<b>Venue</b>	Hong Kong Institute of CPAs Training Centre, 27/F., Wu Chung House, 213 Queen's Road East, Wanchai, Hong Kong.
<b>Format</b>	Seminar including examples
<b>Language</b>	English
<b>Fee</b>	HK\$190 for HKICPA member or student; and IA/ HKIAAT's member or student HK\$180 for online enrolment HK\$330 for non-member
<b>Objectives</b>	<ul style="list-style-type: none"><li>• Understand the difference between marketing and BD</li><li>• Learn how they are linked and how they can be integrated</li><li>• Realise the importance of the integration of marketing and BD and their impact on performance</li></ul>
<b>Speaker</b>	<b>Mr. Robert Sawhney</b> , Managing Director, SRC Associates Ltd.
<b>Participants</b>	Senior partners, executives and marketing staff who are responsible for managing client relationships and firm profitability
<b>Competency</b>	General Business and Professional Knowledge; Leadership and Business Strategy
<b>Rating</b>	Leadership level (Please refer to the <a href="#">Institute's online CPD Learning Resource Centre</a> )
<b>CPD hours</b>	1.5

