

## 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.

Date Wednesday, 14 December 2011

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.

Format Seminar including examples

Language English

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

Objectives
 Understand the difference between marketing and BD

Learn how they are linked and how they can be integrated

• Realise the importance of the integration of marketing and BD and their impact on

performance

**Speaker** Mr. Robert Sawhney, Managing Director, SRC Associates Ltd.

Participants Senior partners, executives and marketing staff who are responsible for managing client

relationships and firm profitability

**Competency** General Business and Professional Knowledge;

Leadership and Business Strategy

Rating Leadership level (Please refer to the Institute's online CPD Learning Resource Centre)

CPD hours 1.5



## CPD ENROLMENT FORM (For Support Programme)

Finance & Operations Department, Hong Kong Institute of CPAs, 37/F. Wu Chung House, 213 Queen's Road East, Hong Kong To confirm your CPD booking, just log on to "MyCPA" at <u>http://www.hkicpa.org.hk</u>

Please click here for online enrolment (for HKICPA members only)

**Programme** 

Payment & Enrolment Status Enquiry: 2287 7381 e-mail: finance@hkicpa.org.hk

Fax : 2893 9853

Membership

Course Information Enquiry: 2287 7386 / 2287 7253 e-mail: cpd@hkicpa.org.hk

**FOR OFFICE USE** 

Fee

## Deadline: 7 working days before the date of the programme

Full Name of Participant(s)

	No.	Status (1)	(Block Letters)		,		S	/stem <sup>(</sup>	-,	С	ode			(H	łK\$)	
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The The	☐ 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:															
			tick the appropriate box)													
	□ Cheque (payable to "Hong Kong Institute of Certified Public Accountants")															
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Note	Notes: 1. Membership Status: NP = Non-Practising, P = Practising, IA = International Affiliate, S = Student, HKIAAT = HKIAAT Student or Member,								oer,							

- Notes: 1. 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 "\sqrt^" 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 <a href="http://www.hkicpa.org.hk/membership/cpd/ticket.php">http://www.hkicpa.org.hk/membership/cpd/ticket.php</a>.
  - All applications are on a first-come-first-served basis.
  - 4. 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.
  - 5. Cheque(s) should be made payable to "Hong Kong Institute of Certified Public Accountants". Please issue SEPARATE CHEQUE for each event.
  - 6. 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.
  - 7. 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.
  - 8. 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.
  - 9. The Institute reserves the right to change the venue, date, speaker or to cancel the event due to unforeseen circumstances.
  - 10. 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. In addition, the Institute may use the collected data for statistical research and analysis, for keeping members informed of its services and for other uses internally.

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

Name :	Name :
Company :	Company :
Address :	Address :