

Partners' Conference 2011

# Growth

- Explore New Waters

- Change is the only constant
- Influencing and networking
- Building a valuable network with LinkedIn
- Making your firm's website work for you
- Get more referrals and 6 top tips for winning proposals
- Business skills for prospective and junior partners

*"Excellent conference. Well grounded and practically based speakers. Thought provoking."*

Partners' Conference 2010

**The Midlands**

Friday 10 June 2011

Marriott Hotel, M1 Junction 21, Leicester

**Full Day Conference £295**

(including breakfast + lunch) plus VAT per person

£50 for MembershipPLUS 25% Discount for Members



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Partners' Conference 2011

# Growth - Explore New Waters

Friday 10 June 2011

As the economy comes out of recession, the focus of most practitioners will be on achieving 'real' growth within their practices. Our panel of expert presenters will explain how this can be achieved and there will be lots of opportunities over breakfast, lunch and during refreshment breaks to discuss these with fellow delegates.



8.30am to 9.30am

## Registration and Breakfast

9.30am

## Welcome and Introduction by Conference Chairperson

**John Welsford, Mercia Group Limited**

9.40am

## Change is the Only Constant

**David Oliver and Daniel Richards, Insight Marketing**

Find out why what firms used to do is no longer enough... plus discover a systemised approach for sustainable growth in today's market.

10.10am

## Influencing and Networking

**Ros Taylor, Ros Taylor Group**

Ros will introduce eight influencing principles to use in order to prosper in business.

11.10am

## Coffee

11.25am

## Influencing and Networking

**Ros Taylor, Ros Taylor Group**

The influencing skills discussed above can be put to good use especially when networking. Networking has been shown to be of major importance for those who want to acquire new clients and build their business. Defining your existing networks as well as exploring new ones will also be covered in this session

12.00pm

## Building a Valuable Network with LinkedIn

**Rob Wilmot, BCS Digital**

LinkedIn offers a fantastic opportunity to create real value for your business. In this session Rob will talk about his experience with LinkedIn and how he uses it every day to build, maintain, and leverage meaningful and mutually-beneficial relationships.

- How to manage your profile and reputation
- Etiquette tips
- Strategies for connections, introductions and recommendations
- Leveraging connections whilst being useful to others
- Engaging with LinkedIn groups

12.45pm

## Lunch

1.45pm

## Discussion Panel

Your opportunity to discuss the challenges you currently face with our panel of speakers.

2.15pm

## Making Your Firm's Website Work for You

**Mark Lee, The Tax Advice Network**

Mark will review the way that modern accountancy practices are using the web to grow their practices, focusing on the practical and commercial issues.

- Who are the real audiences for your website?
- What do you want visitors to see and do when they arrive on your site?
- The myths of search engine optimisation
- Making sure you get value for money from adwords
- A review of a range of innovative accountancy firms' websites

2.55pm

## Tea

3.10pm

## Get More Referrals and 6 Top Tips for Winning Proposals

**David Oliver and Daniel Richards, Insight Marketing**

Protect your customer base, increase its value – get more referrals and learn how to write proposals that sell!

3.55pm

## Business Skills for Prospective and Junior Partners

**Mark Lee, The Tax Advice Network**

Most firms need partners and team members who are 'finders', 'minders', 'binders' and 'grinders'. Ensure you have the right balance to take your practice forward.

4.30pm

## Feedback and Results from Discussion Panel

4.45pm

## Close

Enrol online at [www.mercia-group.co.uk](http://www.mercia-group.co.uk)

## Speakers



### Mark Lee

Mark is a sought after commentator, speaker and broadcaster. He has been a partner in two large accountancy firms and was Chairman of the ICAEW Tax Faculty from 2003-2005. In 2007 he founded and now chairs The Tax Advice Network.

Mark has a reputation as being an agent for change with ability to motivate and excite those who hear him speak.



### David Oliver

David is the founder of Insight and a world-class trainer and speaker having spoken to over 300,000 people. Author of nine books including Sunday Times How To Negotiate Effectively; David is a leading authority on sales, marketing

and practice growth for accountancy firms of all sizes. He has been helping accountants grow their firms for over 25 years and during his sessions will provide you with highly effective client-focused growth strategies.



### Daniel Richards

As head of offline lead generation for Insight, Daniel has been instrumental in the growth of hundreds of accountancy firms. Daniel advises a number of top 100 firms as well as smaller firms looking for predictable growth. In the last 6

months alone Daniel has conducted over 100 one-to-one marketing clinics with accountancy firms looking to grow.



### Ros Taylor

Ros spoke at our conference two years ago and has been invited back due to the success of her first visit. Ros is a leading UK psychologist, executive coach, successful businesswoman, an accomplished author and a TV and radio

presenter. She travels the world developing the leadership potential of employees through the Just Leadership™ programme which she formulated. A creative academic, Ros is a chartered clinical psychologist, coach, trainer and regular speaker on the conference circuit in the USA, Europe, China and Japan.



### Rob Wilmot

Rob co-founded Freeserve in 1998 where upon flotation he became one of the youngest directors of a FTSE 100 company at the age of 29. It was whilst building Freeserve that Rob first became interested in social networking (it just wasn't

called that back then). Now, as a director of BCS, Rob speaks and writes extensively about social media and helps clients navigate the possibilities and potential pitfalls of this social phenomenon.

## Venue

### The Midlands

Leicester Marriott Hotel, Smith Way, Grove Park,  
Enderby, Leicester, LE19 1SW  
Tel: 0116 282 0135

### 25% discount for Members

A 25% discount on the total price will be given to all firms who pay an annual subscription (based upon the size of their practice) to belong to a Mercia training group. This does not include firms who buy season tickets. For further information please contact Sarah Moore.

### £50 for MembershipPLUS

If you have recently enrolled as a MembershipPLUS firm the cost of attending this conference is £50 plus VAT per place.

## Booking Form

I would like to book places on the Partners' Conference as follows:

A total of _____ places @ £295	£	
Less 25% discount for Members*	£	
A total of _____ places @ £50 for MembershipPLUS	£	
Sub total	£	
Plus VAT @ 20%	£	
TOTAL	£	

**Accommodation:** We have agreed a special room only rate of £75 for the night of Thursday 9 June for those of you wanting to stay the night before. Please contact the Leicester Marriott on 0116 282 0100, option 1, option 1 and please quote MER.

Please provide delegate names:

  
  

Contact name

Name of firm

Address

  

Postcode

Telephone

Email

Please invoice my firm. I understand the usual 30 day credit terms apply

I enclose a cheque for £ \_\_\_\_\_ made payable to Mercia Group Limited

I would like to receive more information about Membership/MembershipPLUS

\*CPD members - 25% discount vouchers will be allocated to these bookings, if appropriate, unless you indicate otherwise.

Confirmation: An email confirming your booking will be sent to our enrolment or main contact. Joining instructions will be sent by email 10 days before the date of the event you are booked on to. Cancellations: No refund will be made where cancellation is received less than 14 days before the date of the course. All other cancellations will be subject to a £25 administration charge. All cancellations must be in writing.



Please return to:  
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