

2006 Seminar Programme



2020 Seminars offers a range of marketing, practice management and added value seminars and conferences, all specifically designed for progressive law firms.



"We have grown our practice by over 800% in the last five years by following the same marketing principals advocated by The 2020 Group. I would recommend that all progressive law firms should join The 2020 Membership Group for Lawyers." (Philip Drazen, Fox Hayes)

"Very focused, very relevant, disregard marketing at your peril!" (Richard Laugharne, GCL Solicitors)

"Excellent speakers who manage to convey so many useful tips in a short time. Superb day and the 2020 Group gives so much value in their products and seminars." (Steven Bourne, The Chartwell Practice)

"This was without doubt the most valuable and interesting seminar I have attended. Solicitors are taught nothing about marketing either in their training or post training and it is the key to running a practice as a business and doing so more successfully." (Arshid Idris, Idris & Co)

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What is the 2020 Group?

The 2020 Group is the UK's largest voluntary membership organisation for professionals with over 1,400 accountant member firms and over 150 lawyer member firms, all committed to growth. They are looking for additional revenue streams while still offering traditional services. Our member firms represent more than 12,000 practising accountants, tax professionals and lawyers.

The 2020 Group presents more than 120 seminars and conferences each year. These are attended by both 2020 Members and other practising accountants and lawyers. Total attendance is in excess of 3,500 individuals including 2,600 non members.

2020 Membership Group provides member firms with all the marketing, strategy and consulting tools they need to provide value-added services, now recognised as the profitable way forward.

2020 Seminars offers a range of marketing, practice management and added value seminars and conferences, all specifically designed for accountants, tax practitioners, lawyers and consultants.

2020 Products offers the accountancy and law professions a wide range of professional tools and products to assist with growth and profitability.

2020 Consulting offers consulting assistance to firms of all sizes including most of the top firms in the UK. Consulting assistance is tailored to the needs of individual firms.

Visit www.the2020group.com for more information.

These are some of the areas, where we are often asked to help:

- q Developing Marketing Plans for client firms
- q Facilitating Partner and Management Retreats
- q Helping firms develop comprehensive partnership agreements
- q Counselling firms on management initiatives to significantly raise profitability
- q Assisting firms in dealing with structural change issues of succession planning, retirement, partner withdrawal and new partner admissions
- q Assisting in negotiating Mergers and Acquisitions
- q Systemisation of professional practices
- q Financial Services – systemisation, best practice ideas in terms of structuring your financial services entity, selecting the best service provider, lead generation and successful marketing techniques
- q Strategic Planning

Speakers

Chris Frederiksen

Chris is one of the best-known and most highly-rated seminar leaders in the world as well as a consultant to professional firms worldwide. His experience includes partnership positions with two international CPA firms and building several independent practices in the San Francisco Bay Area. As a consultant for the past twenty years, he has been helping small and medium sized professional firms achieve their goals of greater profitability and greater personal satisfaction for their owners.

Ian Fletcher

Ian is a well known lecturer and business consultant and has gained a reputation for his entertaining style and practical approach to practice management issues. Ian majors in management issues, specifically dealing with the systemisation of professional firms. Ian is the co-author of the ICAEW's book "Building the Value Added Practice", and together with Gordon Gilchrist, he is co-author of the Croucher.CCH book "SME Consulting". He is also a holder of the Chartered Insurance Institute's Financial Planning Certificate.

Gordon Gilchrist

Gordon is a leading consultant to professional firms in the area of marketing, strategic planning and practice management. He trained as an accountant in the UK and later worked with Grant Thornton. He has been consulting with over 100 professional firms in the UK, Ireland and South Africa since 1989. He is a well recognised and accomplished speaker for annual conferences, seminars and staff training days. He and his co-director, Ian Fletcher are joint authors of the Croucher.CCH book "SME Consulting".

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Successful Management Techniques

Half Day

Chris Frederiksen

This seminar will show you the latest and greatest management ideas that firms are using to increase profits, recruit and retain motivated staff, and put "quality of life" back into the lives of the partners.

Key Topics

- Developing a Strategic Plan that suits your Firm
- Key Performance Indicators
- Benchmarks for a Law Firm
- Building your personal "firm dashboard"
- Managing the revenue equation
- Thinking about staffing and succession

Date	Location
09 June 2006	London
29 November 2006	Birmingham

Revenue Issues

- Maximising billings
- Value Pricing
- Collecting your fees
- Sacking C and D clients (the "cats and dogs")

Cost Issues

- Developing a paperless strategy
- Document management systems
- Outsourcing opportunities
- Optimising your IT spend

Innovative and Powerful Marketing Ideas

Half Day

Gordon Gilchrist

This seminar will show you simple, practical and powerful marketing ideas to win BETTER business, not just MORE business.

Key Topics

- Getting clear with all of your team – what they need to do to generate new clients and new client referrals
- Understanding what to do to win extra fees from existing clients
- 100% lead generation from all potential clients attending seminars – how to do it
- Marketing materials that create leads
- Successful direct marketing – do's and don'ts
- I.T. tools to make marketing efficient
- Power networking – lots of referrals
- Who will organise all these activities?
- Marketing personnel – where and how to find them
- How niches can make a real difference
- How to make telemarketing work
- Using the internet to generate quality leads
- Power networking - how to build and benefit from a large network of contacts
- The benefits of joint events - how the best firms do this

Date	Location
10 April 2006	London
22 June 2006	Birmingham

Practice Energiser Workshop

Half Day

Chris Frederiksen

An interactive and enjoyable workshop that will help you take a high level perspective of where your firm is now and what you really want for the future to take you and your firm forward. At the conclusion of this workshop seminar you will leave with clear direction and clarity upon where you want to focus your attention. The workshop is interactive and provides you with the opportunity to clearly look at important areas.

Key Topics

- Key success drivers and factors for your practice
- Financial independence for you
- The bigger picture, exit and succession
- Mitigating risks
- Value
- Structures and processes including agreements and decision making processes
- Work/life balance issues
- You will leave with your own chosen action plans and a full record of your day.

Date	Location
10 May 2006	London
05 October 2006	Birmingham

Effective Time Management

Half Day

Ian Fletcher

Many lawyers feel overwhelmed with the stresses of trying to keep their clients, staff and family happy. Too many of us get bogged down in the day to day issues of running our businesses with insufficient time to think about ourselves. This seminar is designed to help you free yourself from the day to day routines and find the time to work on your own strategy and take more control of your business and life.

Taking time to think about what you want

- Identifying time loss
- Personal objectives
- Business strategy
- Action planning

Date	Location
24 May 2006	Birmingham
02 November 2006	London

Organising your workload

- Delegation techniques
- Systemising production
- Improving practice communication

Practical time planning

- How to stop reacting
- Telephone calls, emails and meetings
- How to reduce stress

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How to be Successful as a Sole Practitioner

Full Day

Chris Frederiksen

During this intensive one-day seminar, you will be taken through the stages as you develop your practice, and made aware of the potential pitfalls and opportunities.

Key Topics

- Buying a practice or block of fees, and how to structure a deal
- Marketing techniques that work for small firms (where you have little time and little money)
- How to get new clients
- Mailshots – when, where and how (samples included in workbook)
- Harnessing the “multiplier effect” for new clients
- Projecting the right image (you don’t get a second chance to make a first impression)
- Key concepts of making money
- Upfront Billing and getting paid
- Technology and systems
- Getting started – what to do **NOW!**

Date	Location
16 June 2006	London
02 December 2006	Birmingham

How to Book

All seminars are recommended as part of your CPD and will start at 9.30am and finish at 1.00pm.

All seminars are priced individually at £85 + VAT per person per seminar. Seminars can also be booked in blocks of four places for £200 + VAT. This can be any combination of delegates or seminars excluding the first seminar date in each region.

Easy Ways to Book:

1. Complete one of the attached registration forms and fax to 01564 20 63 63
2. Post to 2020 Seminars, Colman House, 15-19 Station Road, Knowle, Solihull, West Midlands B93 0HL
3. Email to seminars@the2020group.com
4. Telephone 01564 20 68 20
5. Book online by visiting www.the2020group.com

CPD Series Registration Form

1 Contact Details

Firm / Company:

Address:

Postcode:

Telephone:

Fax:

2 Seminars - Birmingham

	Date	Seminar	£
1	24 May 2006	Effective Time Management	<input type="checkbox"/> free
2	22 Jun 2006	Innovative and Powerful Marketing Ideas	<input type="checkbox"/> @ £85
3	05 Oct 2006	Practice Energiser Workshop	<input type="checkbox"/> @ £85
4	29 Nov 2006	Successful Management Techniques	<input type="checkbox"/> @ £85
5	02 Dec 2006	How to be Successful as a Sole Practitioner	<input type="checkbox"/> @ £85
Subtotal			
VAT @ 17.5%			
Total			

3 Names of Delegates

Names	Tick box if attending all seminars above	If not, indicate which seminars you wish to attend	Email address
<i>Example: John Smith</i>	<input type="checkbox"/>	1, 2, 4	<i>john@the2020group.com</i>
	<input type="checkbox"/>		
	<input type="checkbox"/>		
	<input type="checkbox"/>		
	<input type="checkbox"/>		
	<input type="checkbox"/>		
	<input type="checkbox"/>		
	<input type="checkbox"/>		

4 Payment Details

I enclose a cheque made payable to 2020 Seminars for £_____

Fax this form to
+44 (0) 1564 20 63 63

Please charge my Delta Visa Maestro Mastercard

Name on Card:

Issue No:

Card No:

Amount:

Cardholder's signature:

Start Date:

Exp Date:

How to book: Telephone +44 (0) 1564 20 68 20 or email seminars@the2020group.com

Send this registration by fax to +44 (0) 1564 20 63 63 or by post to 2020 Seminars, Colman House, 15-19 Station Road, Knowle, Solihull, West Midlands B93 0HL

By booking on any of these seminars you are agreeing to abide by the 2020 Terms and Conditions which can be found at www.the2020group.com

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