



## Master class: Presenting, pitching and winning international business for legal and accountancy services

### Half-day workshop for professional services firms

**Date:** 16 July 2010, 09:00 - 14:00 (breakfast and lunch included)

**Venue:** New City Court, 20 St. Thomas Street, London SE1 9RS

**Cost:** £87.75 (£75 + VAT)

Are your presentations pitch perfect? Do you feel confident in selling your own and your firm's capabilities and areas of expertise to an international audience?

The UK Trade & Investment London International Trade Team are holding a half day workshop to enable lawyers and accountants to master the techniques of presenting the services offered by their firm with greater impact. Led by Pippa Blackmore BSc PGCE, the workshop will focus on developing the skills and relationships required to win international business.

*Master class: Presenting, Pitching and Winning International Business* will comprise a mix of theory and practical exercises and participants will receive plenty of verbal and video feedback.

The following areas will be discussed:

- Selling your firm to overseas companies either directly or during a round table session;
- Selling your firm to overseas clients either one to one or in a beauty parade;
- Capitalising on your overseas marketing clients
- Increasing your ability, skills and confidence;
- Reducing your overall direct and indirect costs of bids;
- Increasing your chances of winning each written tender that you submit;
- Network with and learn from other participants;
- Maintain consistency and quality across your firm;
- Reduce the time spent by individuals and teams on tenders.

### Programme highlights

#### Preparing for the Pitch Presentation

- Understand the client's requirements
- Planning the approach, structure and content of the presentation
- Planning the oral presentation
- Preparing for questions, answers and discussion

#### Give a Winning Pitch Presentation

- Initial impressions
- Your presentation
- Handling difficult questions, answers and discussion with confidence

### Who should attend?

London-based law and accountancy firms that are planning to pitch for international business should attend this half day workshop.

Also available:

### Master class: Communicating an International Strategy in a Partnership

Take your firm's partners out of their silos to focus on an international strategy that can benefit the company as a whole. The workshop will take place in **November 2010**. Email [elizabethfehrich@uktilondon.org.uk](mailto:elizabethfehrich@uktilondon.org.uk) for details.

**PAYMENT OPTIONS**

**1. POST CHEQUE PAYMENT**

PRICE: £75 + £12.75 VAT = **£87.75 TOTAL**

Please complete the form below left and post with your cheque payable to **GLE Investments Ltd.** to  
 FAO Martha Gall  
 20 St. Thomas Street, London SE1 9RS

**2. OR BOOK ONLINE:**

PRICE: £75.00 + £12.75 VAT = **£87.75 TOTAL**



Title	
First name	
Surname	
Company name	
Your job title	
Company address	
Company postcode	
Email	
Telephone	
Website	
Are you currently involved in international trade?	Yes/ No

**ADVANCE PAYMENT POLICY**

All cheques must be received at least one week prior to the event date.

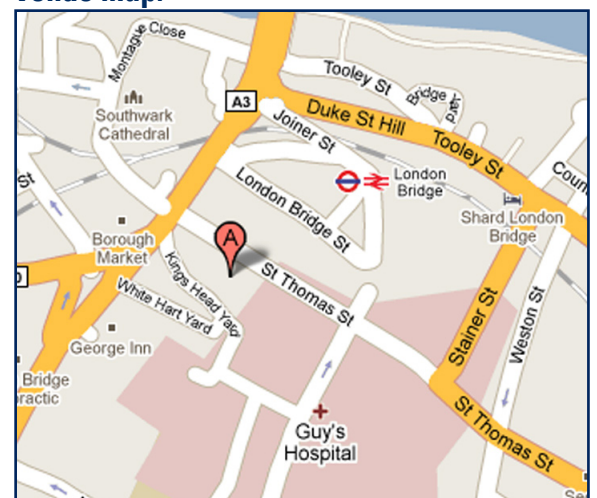
UK Trade & Investment London region operates a policy of advance payment. All bookings must be made in writing using the application form and full payment should be received with the application form to secure bookings. Cancellations must be received in writing 48 hours prior to the event to be eligible for a full refund.

**No tickets will be issued but a confirmation email will be sent.**

**Event address:**

New City Court  
 20 St. Thomas Street  
 London SE1 9RS

**Venue map:**



Source: www.google.co.uk/maps

**DATA PROTECTION ACT 1998**

Information regarding the collection, use, disclosure and processing of personal data is to be found in the Privacy Statement on the UK Trade & Investment website www.uktradeinvest.gov.uk. Having seen the website, please tick the following boxes if you do not wish your details to be used for marketing purposes [ ], passed to Business Link (or your equivalent national body), any carefully selected UK based Trade Association or Chamber of Commerce or business partners [ ] or transferred outside UK [ ].

**FURTHER INFORMATION**

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