

*so popular, we're bringing it to London!*

**Special**  
**One-day event**  
*for 2012*

**The One-Day Marketing Action Plan with**

*Chris Barrow*

*"Excellent. Very motivational and interactive"*



Chris Barrow has been coaching business owners since 1980 and has a proven track record of working with prominent dentists and other professionals. An effective and efficient communicator, Chris keeps everyone on point by identifying clear goals and focusing on priorities.

Chris Barrow workshop

# Quotes

"Very useful. An informative and entertaining day"

"Fabulous day!  
Well worth attending"

"Motivational with fresh new ideas"

"The workshop challenged me to review our current activity"

# The One-Day Marketing Action Plan with Chris Barrow

COMING TO LONDON



Every year Practice Plan run a series of informative workshops to help you boost your business!

## The One-Day Marketing Action Plan with Chris Barrow in Birmingham proved so popular that we're bringing it to London! ...Refreshed and packed full of ideas for 2012!

So if you're looking to catapult your business and your marketing and missed out the first time or if you have attended before and want to refresh your marketing, now is your chance!

*"Arrive with a blank sheet of paper and leave with your team committed to an action plan that will catapult your business - to where you want it to be."*

This dynamic workshop will be focused on the PRACTICALITIES of creating your own personalised practice marketing plan. You will be able to choose from a menu of current ideas that fit your practice profile, your core values and your financial budgets. Ideas that have been tested and proven in the marketplace - and are working TODAY!

- This workshop will be challenging and motivating but also practical.
- You will leave with an action plan for you, your team and your practice and by the end of the day you will:
- Know how to understand your customers, their perceptions, their expectations, your competition and your target market
- Understand the importance of web-based marketing
- Know how to develop relationships with your customers, to sell more to them and get them to refer you
- Be able to implement networking skills within a social and business environment, creating visibility in your local market
- Have a clear understanding of interruption marketing and know when to use it.

*Turn over to find out how to book...*

*the date...*

**Wednesday 14th March 2012**

- Hotel Russell, London

**The event starts at 9.00 am and will end at 4.30 pm**  
Lunch and refreshments are included.

This workshop will be a serious, business focused workshop and not a team building day. So, if you're up for the challenge and want to gain **five hours CPD**, contact us now to book your place!

Call **01691 684141**

Email **sarah.whittall@practiceplan.co.uk**

*or visit the website and book online*

**www.practiceplan.co.uk/events**

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