

Agenda

- 9:00 - 9:30* Registration and coffee
- 9:30 - 9:40* How to get the most out of the day
- 9:40 - 10:30* Differentiation and its importance to lead flow
- 10:30 - 10:45* Knowing what you stand for wins new clients
- 10:45 - 11:30* The importance of content
- 11:30 - 11:55* Coffee break
- 11:55 - 12:15* Generating marketing leverage
- 12:15 - 12:45* Mixing the traditional marketing methods with the new
- 12:45 - 13:30* Lunch
- 13:30 - 14:30* Smart ways to help you work your professional connections
- 14:30 - 15:15* 10 simple ideas that will transform your lead flow
- 15:15 - 15:40* Coffee break
- 15:40 - 15:55* What happens just before you see an increase in on-target leads
- 15:55 - 16:45* Delegate discussion session - sharing the best lead generating ideas and question time
- 16:45 - 17:00* Wrap up