

Developing the Small Consultancy

*An intensively interactive workshop
that focuses on the everyday challenges of
growing a small public relations consultancy*

PROFESSIONAL
£365*



*For companies in the PRCA or delegates in the CIPR. Full price £435+VAT.

Aims of the course

Delegates are shown a framework for organising a small PR consultancy. They focus on ways of delivering excellent service profitably.

Multiple open forum discussions encourage the sharing of experiences without the need to give away commercial secrets.

Delegates learn how to:

- Market the consultancy
- Establish charging structures that do not penalise success
- Recruit and organise staff to maximise delegation but minimise breakaways
- Minimise overservicing
- Monitor levels of productive work

Much of the day is spent in open discussion. Where desirable, the formal sessions may be adapted to the needs of all the delegates to one particular course.

www.henshallcentre.com

Our web site shows: terms of business; EarlyBird discounts; SuperSaver prices; and all course dates. Book online. See how to run this course just for your team. Get maps and details of local hotels. And read *iDeals* - our online newsletter.

COURSE CONTENT

Organising the Consultancy

International research into the key criteria for excellence in PR practice. How this affects the way that a small agency should organise itself profitably.

How to set yourself up to maximise owner/shareholder value as well as profits.

Marketing the Consultancy

Simple systems to identify business-winning opportunities for your consultancy.

How to maintain consistency of purpose across your entire marketing and sales effort.

Dividing your time between winning new business and servicing the business you have already won.

Charging and Profitability

How to structure your fees. How to handle the charging of on-costs.

How to build in fee reviews from the outset to allow fee growth without confrontation as your consultancy grows.

Establishing systems that continually reinforce the scope of your work.

Organising and Handling Staff

How to recruit the right people and then hold on to them.

What PR staff are looking for from their employer. Simple mistakes to avoid when motivating your staff.

How to strike a balance between giving key staff ownership of their accounts and protecting your business from their walking off with those accounts



PR Training Provider