



AIMSE INTERNATIONAL - BUSINESS DEVELOPMENT CONFERENCE

Monday 22 September 2008 pm

STANDING OUT IN THE CROWD – HOW TO PRESENT AND BE PITCH PERFECT!

REGISTER NOW - See attached registration form and full programme

This half day conference focuses on the sales process, with input from major pension funds and investment consultants, and the chance to learn some 'pitch' and networking tricks.

Plus drinks and an exciting chance to question the consultants

The sessions will focus on how to develop business – from cold calling and networking to the final pitch – areas that are an important part of both developing your own career and putting your firm in the right place to win business.

The conference is a must for Sales and Marketing and Client Service professionals with **up to five years' experience**, keen to move their career to the next level. Speakers include consultants, pension funds and experts in the networking field. The day closes with a chance to meet a wide range of investment consultants at a 'hot tabling' session where you can ask those questions you have always wanted to. We will be in touch when you have registered to ask for questions before the event, so we can make the most of the time you have with the consultants.

Please forward this to any of your colleagues you think would benefit from this event.

VENUE

Novotel
100-110 Euston Road
London
NW1 2AJ



STANDING OUT IN THE CROWD – HOW TO PRESENT AND BE PITCH PERFECT!

1.30-2.00 Registration and coffee

2.00-2.45 **Cold calling can it really work?**

Speakers: Colin Hatley, *ABF* - Senior Investment Consultant - tbc

Moderator: John Gee Grant, *BlackRock*

- Do pension funds really welcome cold calling and how to get the best results
- What to avoid doing, how to make it work
- Access to consultants - not as easy as it could be? How to gain access and develop the relationship
- How to play the system to succeed

2.45-3.30 **Getting the most from each step of the sales process, from research up to the successful pitch. A pension fund case study and help getting on the buy list**

Speakers: Terry Faulkner, *Rexam* - Sam Gervaise-Jones, *bfinance*

Moderator: John Nestor, *AIMSE Council Member*

- A new perspective on search and selection of managers
- The pitch content and the pitch
- How to get the result you are after
- The market has changed, how do you change with it?

3.30-4.00 **Coffee/tea break**

4.00-4.45 **How to be 'pitch' perfect, plus making the most of contacts, building your profile with confidence, putting your company in the frame**

Speaker: Russell Wardrop, *Kissing with Confidence*

Moderator: Jill Shaw, *Standard Life Investments*

- How to network systematically
- What are the 'no no's'
- Handy tips!
- Making the most of every opportunity

4.45-5.30 **Consultant 'hot tabling' session with leading industry experts**

- A chance to ask those questions you never have the opportunity to. A good cross section of consultants with various levels of experience will be attending

5.30-8.00 **Drinks, canapés and a chance to practice your networking!**



REGISTRATION

3 EASY WAYS TO REGISTER

- (1) Post: AIMSE International
First Floor, 7 Holyrood Street
London SE1 2EL
- (2) Fax: +44 20 7357 0124
- (3) Email: aimse@grcomms.co.uk

DISCOUNTS

For firms that send more than three people, a 25% discount is available on additional delegates (ie 25% discount on the fourth, fifth, sixth etc delegate fee). Please complete the form for the full amount and AIMSE will contact you if your company has exceeded three full paying delegates.

TERMS & CONDITIONS

ARE YOU REGISTERED?

If you have not received a confirmation before the event please telephone **+44 (0)20 7378 7016** to confirm. With variable postal conditions your booking may be held up on its way to us, or your confirmation delayed in a similar way.

VAT

Under EU Customs & Excise regulations delegates from all countries are required to pay VAT on any event taking place in the EU.

CANCELLATION

All cancellations must be received in writing. Cancellations received more than 14 working days before the event will be issued with a refund less a **10% (+VAT)** service charge. Cancellations received between 14 and seven working days before the event will be issued with a refund less a **20% (+VAT)** service charge. It is regretted that no refunds will be made or invoices cancelled after this date. Substitutions will incur a £50 fee.

DISCLAIMER

It may be necessary for reasons beyond the control of AIMSE International to alter the content and timing of the programme or the identity of the speakers.

CONTACT INFORMATION AND FOR DETAILS ON CORPORATE MEMBERSHIP

AIMSE International
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7 Holyrood Street
London SE1 2EL
Tel: +44 (0)20 7378 7016
Fax: +44 (0)20 7357 0124

AIMSE INTERNATIONAL BUSINESS DEVELOPMENT CONFERENCE MONDAY 22 SEPTEMBER 2008

Please complete in BLOCK CAPITALS using black ink

(Dr/Mr/Mrs/Miss/Ms) Name: _____

Position: _____

Company: _____

Address: _____

City/Post Code: _____

Country: _____

Telephone: _____

Fax: _____

Email: _____

FEES

Member Delegate Fee: £411.25 (including VAT)

Non-Member Delegate Fee: £587.50 (including VAT)

Enclosed is my cheque for £.....
payable to AIMSE International.

I wish to pay by Bank Transfer
(We will arrange for your company to be invoiced for payment)

I wish to pay by credit card, my details are:

Card Number:

Expiry Date:

Please note we do not accept Diners Card and a 3.5% administrative fee will be added to all Credit Card payments.

Signature: _____

