



# Marketing & Brand Development for Law Firms 2011

Book early and save up to £300

## Win and Retain Clients to Thrive in the New Market Environment



**Guy Barnett**  
CEO  
**Lawyers2you**



**Stephen Ward**  
Director of Communications  
**The Law Society**



**Michael Scutt**  
Partner,  
Employment Law  
**Dale Langley**



**Brian Inkster**  
Founder  
**Inksters**



**Charles Christian**  
Editor  
**Legal Technology Insider**



**Fergus Ross**  
Business Development Director  
**Warners Law**



**Chrissie Lightfoot**  
CEO & Solicitor (non-practising)  
**Entrepreneur Lawyer**



**John Flood**, Professor of Law & Sociology, **School of Law, University of Westminster** & Visiting Professor of Law, **University of Miami**



**Craig Holt**  
CEO  
**Quality Solicitors**



**Shireen Smith**  
Solicitor - Founder & Principal  
**Azrights**



**Gary Yantin**  
Managing Director  
**High Street Lawyer.com**



**Nathalie Dreyfus**  
Founding Partner  
**Dreyfus & Associés**

- Gain insights from the law firms leading the way in this field. **Position your firm to manage the imminent changes to the competitive landscape**
- Hear how firms successfully bring their brands to life through their values and actions. Discover how you can **distinguish your own firm** through innovative and meaningful branding
- See how Inksters promotes itself as a thought leader, through a mixture of marketing channels. Know how to **develop an integrated marketing campaign within your firm**
- Participate in interactive debates about social media. Discover how you can **make the most of these free tools to increase your firm's presence and realise ROI**
- Learn how Lawyers2you has established a 'lead centre' to improve their customer relationship management. Know what your clients want and **present yourself as a trusted advisor**
- Hear how firms have linked their marketing and branding initiatives to an increase in client business. Learn how to **tailor your own campaigns to lead to a rise in new instructions**

## Hear further expert insights from:

**Paul Hajek**, Solicitor & Principal, **Clutton Cox**

**Steve Kuncewicz**, Media Lawyer, Commercial Department, **HBJ Gateley Wareing**

**Julian Summerhayes**, Consultant & Solicitor (non-practising)

**Jon Busby**, Business Development Director, **Epoq**

**Peter Groves**, Consultant, **CJ Jones Solicitors**

**Andrew Rogerson**, Commercial Director, **Grist**

**Tessa Shepperson**, Solicitor, **Landlord Law**

**Lisa Hart**, CEO, **Acritas**

## Pre-Conference Masterclasses: 11th April 2011

### A. Making Each Lawyer Count. How to Market, Brand and Sell YOU! The Naked Lawyer Way...

Your masterclass leader: **Chrissie Lightfoot**, CEO & Solicitor (non-practising), **Entrepreneur Lawyer**

### B. Using Social Media to Leverage, Manage and Develop your Firm's Brand and Key Influencers

Your masterclass leader: **Julian Summerhayes**, Consultant & Solicitor (non-practising)

### C. Use the Web Better - Because That's Where Your Clients Go Searching For You

Your masterclass leader: **Jon Busby**, Business Development Director, **Epoq**

Media Partners:

acritas



GreatLegalMarketing.co.uk



**You are operating in a £13bn, growing legal market. Clients are more disloyal than ever. And as of October 2011, competition will be higher than ever.**

We are seeing the most significant changes in legal services for over a century – and now is the time to prepare yourself to take on new market entrants.

That's why you told us the time is right to develop the first and only event dedicated to addressing one key question: **How can law firms market and brand themselves to thrive in the new business environment?** This meeting will arm you with the skills and tools you need to win new fee-paying clients and provide more services to your existing clients.

**Through a mixture of case studies, worked examples, interactive debates and activities you will discover how to:**

1. Build a solid framework within which to market, brand and sell your firm
2. Design and implement a marketing and branding strategy, which drives new client enquiries and increased interest from existing clients
3. Take each enquiry through to fulfilment, to win new instructions

You will leave the conference with a clear marketing and branding blueprint, which you can implement within your own firm to exploit the power of marketing and branding to their full potential.

## A note from two of the conference speakers:

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*There are not many opportunities for solicitors to have a dedicated 3 days looking at marketing and branding. **Marketing & Brand Development for Law Firms 2011** gives any firm the opportunity to really immerse themselves in the topic, and to come away with ideas about how they could develop and change their firm. The broad range of speakers will mean that everyone comes away with ideas which they can use and apply in their own firms.*

**Brian Inkster**, Founder, **Inksters**

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*There have been other legal marketing events in the past, but they took place within the old legal services environment. **Marketing & Brand Development for Law Firms 2011** is the first event I'm aware of since regulations for law firms have eased - so marketing has become more of an activity, and this event is excellently timed.*

*It deals with fundamental issues – law firms have to reach out to people and make contact in what could be, for the first time, a truly competitive market. Firms should take advantage of the event, because for the past couple of years they've been focused on just surviving the recession. Now that they've done this, the LSA is around the corner - and they need to prepare for it!*

**Charles Christian**, Editor,  
**Legal Technology Insider**

## Who Should Attend

**Marketing & Brand Development for Law Firms 2011** will bring together those responsible for driving their firms forwards and making them stand out from the crowd, including:

- Managing Partners
- Founding Partners
- Heads of Branding
- Heads of Business Development
- Heads of Marketing

The agenda topics, discussions and networking will also be highly relevant for:

- Technology Providers
- Branding Agencies
- PR Agencies
- Advertising Agencies
- Marketing Agencies

## Join the Marketing & Brand Development for Law Firms Community Online

**LinkedIn**

Hanson Wade has set up a frank and open forum to discuss all areas of marketing & brand development for law firms. Open to law firm partners, as well as those responsible for marketing, Branding and business development, the objective is to discuss hot topics, novel marketing and branding initiatives, and to form business relationships.

Search for: Marketing & Brand Development for Law Firms

## Sponsorship & Exhibition Opportunities

Could you benefit from two days of senior level networking with the UK law firms who are looking to expand their marketing and branding initiatives? Big changes are happening within the profession right now. Marketing, Branding and PR agencies, and technology solution providers are clamouring to be the provider of choice.

Hanson Wade can tailor packages to suit your needs and budget. You will have ample opportunities to meet and do business with the delegates. Your clients, prospects and competitors will be there. Will you?

The earlier we confirm your participation, the sooner we can include you in the marketing campaign, and give your company exposure to our extensive database of contacts.

Email [james.harris@hansonwade.com](mailto:james.harris@hansonwade.com)  
or call +44 (0)20 3141 8700 for more information.

## Networking Dinner

You are invited to join the conference speakers and your fellow delegates for a Networking Dinner on the evening of 12th April.

This will provide the perfect opportunity to cement new relationships and discuss the day's activities in a relaxed and informal environment.

## CONFERENCE DAY ONE: 12th April 2011

8:30 Registration

9:00 Chairman's Welcome  
**Stephen Ward**, Director of Communications, **The Law Society**

### Thriving in the New Market

9:15 **Operating in a newly competitive market**

This talk will examine the potential impact of the Legal Services Act on UK law firms, and will propose ways for you to pro-actively manage the imminent changes to the competitive landscape.

- How will the opening up of the market impact your firm?
- How can you re-engineer your business to compete with new market entrants?

- Adding value and being perceived as a trusted advisor

**John Flood**, Professor of Law & Sociology, **School of Law, University of Westminster** & Visiting Professor of Law, **University of Miami**

### Branding to Make Your Firm Stand Out from the Rest

10:00 **Ensuring you manage your firm's brand consistently**

Brand positioning is an important aspect of a firm's brand identity. Whether the firm positions itself by reference to its area of specialisation, price, or other criteria, it is essential to apply the brand consistently for each niche targeted. Using Azrights as a case study, this talk will illustrate how brand positioning and marketing strategy should work in concert to form a coherent and consistent message.

- Applying your brand consistently in line with your unique selling point
- Bringing your brand to life through your values, and sending out a message appropriate to your positioning

**Shireen Smith**, Solicitor - Founder & Principal, **Azrights**

10:45 **Speed Networking Session**

Connect with the speakers and other delegates early in the morning, and maximise your networking benefits throughout the whole conference.

11:45 Networking Break

12:00 **Your brand or mine - can law firms tap into other brands to complement or supplement their own?**

Every law firm and every solicitor has a brand. They may consciously develop it and choose to exploit it. Or, they may subconsciously exhibit their brand values through their behaviour, approach and attitudes. This talk will focus on whether a law firm can successfully work in conjunction with another brand, be it a legal brand such as HighStreetLawyer.com, Quality Solicitors, Refresh, or a non-legal brand such as AA, Co-op or Halifax, to name a few. It will explore:

- The burgeoning area of referral and lead generation companies and how law firms can benefit from them
- What law firms can do to prepare themselves for working with other brand holders
- The brand values that consumers may expect from their lawyers and what lawyers can do to address this

**Gary Yantin**, Managing Director, **High Street Lawyer.com**

12:45 **Professionalising your approach to branding and establishing differentiation**

In this interactive session, you will discuss with your fellow delegates what steps law firms can take to leverage their brands and differentiate themselves. Topics for discussion include:

- Identifying what your brand stands for
- Innovative ways to distinguish your practice, through the use of a corporate brand
- Taking positive steps to improve the branding of individuals in your practice
- Personal branding versus corporate branding - what are the relative pros and cons of promoting your firm, versus developing the names above the door?
- Should you join a legal network or focus on building your firm's own brand?

Panellists:

**Chrissie Lightfoot**, CEO & Solicitor (non-practising), **Entrepreneur Lawyer**

**Gary Yantin**, Managing Director, **High Street Lawyer.com**  
**Fergus Ross**, Business Development Director, **Warners Law**  
**Shireen Smith**, Solicitor - Founder & Principal, **Azrights**

13:30 Networking Lunch

### Promoting Your Firm Through Various Marketing Channels

14:30 **Using permission-based marketing to generate response and lasting relationships**

This talk will show how you can give consumers the permission to appoint you with confidence and out of preference. A real-life case study will demonstrate how sponsorship could be the best course of action for law firms with a limited media spend.

- Are you ready to market?
- Making sure your external communication matches your firm's internal behaviour
- Actively managing your on-line presence
- Integrating your advertising initiatives into your overall marketing campaign
- Sponsorship – an ideal way for firms to engage with the local community

**Fergus Ross**, Business Development Director, **Warners Law**

15:15 **Delivering niche legal services online through a membership site**

Tessa will describe the process of setting up the membership site [www.landlordlaw.co.uk](http://www.landlordlaw.co.uk). She will explain how she educated herself in the field of new media applications and will report the latest results of her new website, which launched in December 2010.

- Developing an online service – skills and services
- Giving people what they want – using client feedback
- Be like Madonna – re-inventing legal practice
- Generating case work and new income streams through your website

**Tessa Shepperson**, Solicitor, **Landlord Law**

16:00 Networking Break

16:30 **Mixing traditional and non-traditional marketing methods to promote your firm as a thought leader**

Brian will draw from his experience of promoting his firm in the two niche areas of crofting law, and servitude (easement) rights of parking. He will explain how he has used cutting edge marketing tools to leverage his use of more 'traditional' marketing methods, and the results his firm has seen.

- Lecturing and writing articles to build credibility as an expert in your field
- Ensuring web based coverage of these lectures and articles
- Using applications such as YouTube and Twitter to spread your message
- Correlations between marketing initiatives and increases in client work

**Brian Inkster**, Founder, **Inksters**

17:15 **Using quality content to drive successful integrated client communications**

Forward-thinking firms of all sizes are using compelling and authoritative content as part of an integrated communications and business development strategy. This interactive session will share thoughts on exploiting this power across a range of print, digital and video channels. You will hear:

- Practical examples of how to achieve the critical success factors that you need for successful integrated client communications
- Best practice from leading law firms and specialist knowledge from an extensive client list of professional services firms

**Andrew Rogerson**, Commercial Director, **Grist**

18:00 Chairman's Summary & Close of Day One

19:00 Networking Dinner

PANEL SESSION

## CONFERENCE DAY TWO: 13th April 2011

8:30 Re-registration

9:00 Chairman's Welcome  
**Charles Christian**, Editor, **Legal Technology Insider**

9:15 **Why you need to market and brand your firm**  
Understand the importance of establishing and developing a solid marketing and branding initiative, and the effect it can have on the success of your firm.  
**Craig Holt**, CEO, **Quality Solicitors**

### Realising ROI From Social Media

10:00 **The impact of social media on an effective marketing strategy**  
The essence of social media is participation & communication. In short, interaction with potential clients. This talk will examine the importance of social media for your firm, and how you can integrate it into your overall marketing and branding strategy.

- Blogging
  - Why should lawyers blog?
  - Becoming a trusted advisor – generating business and third party endorsements
  - How should lawyers blog? (Which platforms? What content? How often?)
  - Who shouldn't blog?
- How can smaller law firms compete by leveraging their individuals through social media?
- Twitter
  - What is it? Is it of any value?
  - How do you tweet, and what do you say?
- Is Facebook for businesses?
- Linked In - can you generate business through it?

**Michael Scutt**, Partner, Employment Law, **Dale Langley**

10:45 Networking Break

11:15 **Risk 2.0 - crisis and reputation management in social media**  
Examine case studies from various industries in which social media has been used, to demonstrate what you need to be aware of when you move into the social media space.

- How should law firms or individuals present themselves electronically and in social media?
- Avoiding reputational damage

**Steve Kunczewicz**, Media Lawyer, Commercial Department, **HBJ Gateley Wareing**

12:00 **Using social media applications to increase your firm's presence**  
This talk will show how small and mid-tier firms can build a winning online strategy to take on the big boys and new entrants post October 2011.

- Which platform for your blog: on or off your website?
- Which other social networking may be right for you: Twitter; Facebook; LinkedIn?
- Can Twitter really grow the reputation of your law firm?

**Paul Hajek**, Solicitor & Principal, **Clutton Cox**

12:45 Networking Lunch

### Technology & Legal Issues

13:45 **Exploiting technological advances to drive your marketing strategy**  
Technology is becoming an increasingly core part of a law firm's marketing campaign. This talk will explain how you can implement

robust platforms to significantly improve your:

- Brand architecture
- Thought leadership dissemination
- Contact management
- Online distribution analytics

**Charles Christian**, Editor, **Legal Technology Insider**

14:30 **Protection and defense of trademarks, domain names and social media usernames**

This presentation will address the important legal aspects of branding and marketing, including:

- Registration strategies - filing, renewal, buying out, recovery
- Naming policies (global and footprint policy) - domain names and usernames
- Presence on the Internet and in social media - legal limits, and securing your presence on the Internet
- Defense strategies - online monitoring of trademarks, domain names, social media and Google AdWords
- Action and defense plan - pre-litigation and litigation

**Nathalie Dreyfus**, Founding Partner, **Dreyfus & Associés**

15:15 Networking Break

### Turning Your Marketing & Branding Strategy into New Client Business

15:45 **Taking enquiries through to fulfilment**  
Being better known doesn't necessarily mean being better instructed. This talk will show how you can convert leads into fee-paying instructions. It will also disclose key insights garnered from a 'mystery shopping' exercise of dozens of law firms.

- Focusing your marketing strategy, so that it draws enquiries from potential clients
- Handling incoming calls correctly
- Building a price structure which attracts consumers
- Establishing a dedicated 'lead centre' – rapport training and listening training for your staff, to ensure excellent customer relationship management
- How to market the enquiries which don't lead to an instruction, to win future business
- Demonstrating the utility, effectiveness and ROI of your marketing strategy - what mechanics are there to deliver metrics in the areas of marketing and branding?

**Guy Barnett**, CEO, **Laywers2you**

16:30 **Knowing what your clients want, to focus your investment strategy and enhance ROI**

Being able to analyse your firm's true market position in each key segment will help you identify where investments need to be made. Understanding the latest drivers of favourability and what makes firms stand out are essential building blocks to a strong and engaging brand.

This talk will draw from 5 years worth of benchmarking data and intelligence (including interviews with over 2,000 general counsel from around the world) to reveal how general counsel value a number of marketing activities, law firm advertising recall and the types and frequency at which they use various online technologies. It will share metrics and insights which will sharpen your brand strategy, better engage your target market and increase revenue.

- Which law firms are front of mind, most favoured and most used for both day-to-day work and more complex matters in key service lines?
- How does this differ across key regions, industry sectors and other key demographics?

**Lisa Hart**, CEO, **Acritas**

17:15 Chairman's Summary & Close of Conference

## PRE-CONFERENCE MASTERCLASSES: 11th April 2011

### MASTERCLASS A

8:30am-11:30am

#### Making each lawyer count. How to market, brand and sell YOU! The Naked Lawyer way...

This masterclass will provide a framework and foundation to help you market, brand and sell yourself (and each of your lawyers) in order to attract more clients, sales, referrals, income, value, growth and success.

You will hear how your masterclass leader achieved £562,000 of new client legal sales, enquiries and referrals during the 2009 recession through implementing personal marketing, branding and sales methods, and using a mix of innovative and proven marketing and sales techniques. You will explore:

- Key elements involved in personal marketing and business development
- How to create a niche for yourself
- How to build and leverage your very own unique referral network
- How to devise an effective personal brand, win business and enhance relationships with existing and new referrers, and with clients
- The importance of a range of communication and behaviour techniques
- Extraordinary customer service methods and client relationship management techniques
- An appreciation for commercial savvy, business nous and the seduction of persuasion

You will leave the masterclass inspired and motivated, with a basis on which to develop and build on 'how to distinguish yourself from other lawyers and create YOUR space in this highly competitive, challenging, transitional and digital era'.

You will go back to your office with a clear idea of how to make each lawyer count, and a clear blueprint to help you (and those whom you care about) survive and thrive in the present and future.



#### About your masterclass leader:

**Chrissie Lightfoot**, CEO & Solicitor (non-practising)  
**EntrepreneurLawyer Limited. Author of The Naked Lawyer: RIP to XXX**

Chrissie Lightfoot is a solicitor (non-practising) turned entrepreneur and CEO of EntrepreneurLawyer Limited – a company which helps lawyers and entrepreneurs come together in a positive way. She is a national award and prize winning researcher, a women's enterprise ambassador and a mentor on behalf of The Prince's Trust Million Makers Corporate Challenge.

Chrissie is the author of *The Naked Lawyer: RIP to XXX – How to Market, Brand and Sell YOU!*

She has 20 years of experience in the leisure, new media, management consulting and legal industries. She has a Masters in Law degree from Sheffield Law School, LPC from Nottingham Law School, legal work experience in Georgetown, Washington D.C. USA, and 3 years experience in a mid-tier UK law firm.

Chrissie has helped many UK and USA based organisations and their people grow. She is an inspirational woman entrepreneur and is in demand as a sales and marketing advisor, speaker, mentor, business consultant and innovator.

### MASTERCLASS B

11:45am-2:45pm

#### Using social media to leverage, manage and develop your firm's brand and key influencers

In this masterclass you will consider, from a practical perspective, how to quickly develop your firm's brand and its key influencers to win work, generate word of mouth buzz around the brand and understand how social media platforms can be exploited to maximum effect.

Your masterclass leader will work with you to develop a social media plan and an understanding of how you can implement a new media revolution at the heart of your practice. You will learn:

- What is social media, and why is it relevant?
- How can it be leveraged without generating or building a silo mentality?
- Developing a Resource Planning System to leverage your brand for maximum effect
- Which platforms (LinkedIn, Twitter, Facebook and blogs) provide the greatest opportunities?
- Thought leadership - all fluff and no substance?
- Symbiosis with the firm's key influencers
- Possible challenges around the concept of Brand You

You will leave the masterclass with a 5 point programme that will enable you to develop or build on your new media plans for your firm's brand and its key influencers.



#### About your masterclass leader:

**Julian Summerhayes**,  
**Social Media Consultant**

Julian started his career as an engineer before moving into recruitment, and then qualified as a solicitor in 1998. He specialised in dispute resolution and also headed up a small sports law team. He has since established a social media and business development consultancy where he works with law firms helping them develop their strategy to integrate new media into their marketing and business development programmes. He provides training on all social media platforms like Twitter and LinkedIn, and on business development that embraces strategic management, client development and sales skills. He has worked with firms to help them leverage their creative intellectual capital - in the shape of BrandYou (see [www.tompeters.com](http://www.tompeters.com)) - and exploit the possibilities that new media brings. He writes a monthly column for the Solicitors Journal, blogs for them on social media and also runs his own well respected blog on Excellence in Professional Practice.

### MASTERCLASS C

3pm-6pm

#### Use the Web better - because that's where your clients go searching for you

For many of us the Web represents the start of our 'finding and solving' journey for a range of issues and services, yet law firms have not exploited the Web in the way that other industries have. This masterclass examines why and explains how law firms can utilise the Internet to grow and sustain their practices.

You will gain a good understanding of how the Web can both reduce your cost to serve and capture clients more quickly at point of call. It will be demonstrated using real events, starting with how the client uses the Web to find you. Your masterclass leader will:

- Show you how your website offers value to your firm as a client engagement tool
- Demonstrate how law firms of all sizes are integrating smart online engagement tools into their existing online framework
- Show how to capture clients and get them to their solution fast
- Explain how to strip out cost whilst not compromising on quality
- Demonstrate the value of Web delivery via a return on investment (ROI) model
- Explain how to manage compliance issues, such as mental capacity and Rule 2, via an online platform
- Address many of the concerns you may have about delivering your services online

You will leave this masterclass with a thorough understanding of how the Web will enable your firm to reduce cost, increase margin and capture more clients.



#### About your masterclass leader:

**Jon Busby**, Business Development Director, **Epoq Legal Ltd.**

Jon is the Business Development Director of Epoq Legal Ltd. Jon's career has encompassed sales, marketing and product development - both online and offline - and he is currently focused on helping law firms of all sizes understand the potential power of online client engagement and legal service delivery.

He is recognised as having a high level of knowledge about online legal services for law firms and a reputation for sharing ideas and solutions. He has worked with numerous law firms, from sole practitioners to 'magic circle', helping them integrate online solutions into their practices. Jon's presentation style is engaging and highly interactive. He starts by identifying his audience's problems and then works with them to build an achievable and sustainable solution.

Jon is also the founder and chief writer of the Legal 2.0 blog (<http://legal-two.com>).

**Why attend a masterclass?** The masterclasses are in-depth sessions, which give you an opportunity to discuss key topics in much more depth than is possible during the main body of the conference. Your masterclass leaders will use a mixture of presentation, group exercise and interactive discussion, so that you work dynamically with your fellow delegates to find solutions to your most pressing challenges.

To register: [www.branding-lawfirms.com](http://www.branding-lawfirms.com) • Email: [info@hansonwade.com](mailto:info@hansonwade.com)

Tel: +44 (0)20 3141 8700 • Fax: +44 (0)20 7222 2685

# Marketing & Brand Development For Law Firms 2011

Conference: 12th-13th April 2011

Masterclasses: 11th April 2011

Venue: Millennium Hotel London Knightsbridge

Priority Code:



## REGISTER

**Online:** www.branding-lawfirms.com  
**Tel:** +44 (0)20 3141 8700  
**Email:** register@hansonwade.com  
**Fax:** +44 (0)20 7222 2685  
**Mail:** Hanson Wade, Charter House  
 13-15 Carteret Street,  
 London SW1H 9DJ

## TEAM DISCOUNTS

**Book with a colleague and claim your discount\*:**

- 10% discount – 3 delegates
- 15% discount – 4 delegates
- 20% discount – 5 or more delegates

\*Please note that discounts are only valid when three or more delegates from one company book and pay at the same time.

## VENUE & ACCOMMODATION

**Venue**  
 Millennium Hotel London Knightsbridge, 17 Sloane Street, Knightsbridge,  
 London SW1X 9NU, United Kingdom, T: +44 (0) 20 7235 4377

**Accommodation**  
 Overnight accommodation is not included in the registration fee.  
 For nearby accommodation options please go to:  
 www.millenniumhotels.co.uk/millenniumknightsbridge

## PURCHASE CONFERENCE DOCUMENTATION

If you are unable to attend, you may purchase the conference documentation in soft copy for £499.  
 You will receive the documentation immediately after the conference.  
 Documentation orders can only be processed on receipt of credit card details.

## DELEGATE DETAILS

Please complete fully and clearly. Please photocopy for additional delegates.

Title: \_\_\_\_\_ Forename: \_\_\_\_\_ Surname: \_\_\_\_\_  
 Job Title: \_\_\_\_\_ Company/Organisation: \_\_\_\_\_  
 Email: \_\_\_\_\_ Direct Manager: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_ Postcode: \_\_\_\_\_  
 Country: \_\_\_\_\_ Direct Telephone: \_\_\_\_\_  
 Direct Fax: \_\_\_\_\_ Mobile: \_\_\_\_\_  
 Switchboard: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## PAYMENT DETAILS

Number of delegates  Amount: £ \_\_\_\_\_ Conference Documentation  **Credit Card:**  Visa  Mastercard  Amex

Card No:                      Valid from:   /   Expiry Date:   /

Cardholders name \_\_\_\_\_  
 Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
 Card billing address \_\_\_\_\_

## FEES & DISCOUNTS

Package	Register and pay before Friday 28th January 2011 *	Register and pay before Friday 25th February 2011 *	Standard price
<input type="checkbox"/> Conf + full day of masterclasses + networking dinner †	£2381 + VAT* <b>(SAVE £350)</b>	£2431 + VAT* <b>(SAVE £300)</b>	£2481 + VAT* <b>(SAVE £250)</b>
<input type="checkbox"/> Conf + 2 masterclasses + networking dinner †	£2082 + VAT* <b>(SAVE £300)</b>	£2132 + VAT* <b>(SAVE £250)</b>	£2382 + VAT*
<input type="checkbox"/> Conf + 1 masterclass + networking dinner †	£1833 + VAT* <b>(SAVE £200)</b>	£1883 + VAT* <b>(SAVE £150)</b>	£2033 + VAT*
<input type="checkbox"/> Conference only + networking dinner †	£1584 + VAT* <b>(SAVE £100)</b>	£1634 + VAT* <b>(SAVE £50)</b>	£1684 + VAT*
<input type="checkbox"/> One masterclass		£349 + VAT*	
<input type="checkbox"/> Two masterclasses		£699 + VAT*	
<input type="checkbox"/> Full day of masterclasses		£997 + VAT* <b>(SAVE £50)</b>	

Please indicate which masterclass(es) you would like to attend A  B  C

\*All discount offers (including team discounts) require payment at the time of registration to receive any discount. 'Early Bird' discounts require payment at time of registration and on or before the cut-off date to receive any discount. All discount offers cannot be combined with any other offer. VAT will be charged at 17.5% (with effect from 1st January 2011 at 20%). The conference fee includes lunch, refreshments and course documentation. The fee does not include travel or hotel accommodation. †To opt out of the networking dinner, please take off £85 and tick this box

### TERMS & CONDITIONS

Full payment is due on registration.  
**Cancellation and Substitution Policy:** Cancellations must be received in writing. If the cancellation is received more than 14 days before the conference attendees will receive a full credit to a future conference. Cancellations received 14 days or less (including the fourteenth day) prior to the conference will be liable for the full fee. A substitution from the same organisation can be made at any time.

**Changes to Conference & Agenda:** Hanson Wade reserves the right to postpone or cancel an event, to change the location or alter the advertised speakers. Hanson Wade is not responsible for any loss or damage or costs incurred as a result of substitution, alteration, postponement or cancellation of an event for any reason and including causes beyond its control including without limitation, acts of God, natural disasters, sabotage, accident, trade or industrial disputes, terrorism or hostilities

**Data Protection** The personal information shown and/or provided by you will be held in a database. It may be used to keep you up to date with developments in your industry. Sometimes your details may be obtained or made available to third parties for marketing purposes. If you do not wish your details to be used for this purpose, please write to: Database Manager, Hanson Wade, Charter House, 13-15 Carteret Street, London SW1H 9DJ