

# Law Management Course: Stage Two



**DATE:** Wednesday 29th September 2010  
**TIME:** 9.30am—4.00pm  
**CPD:** 5 Hours  
**VENUE:** Tiverton Hotel, Tiverton

## Speaker: Robert Steele, Resource Training

The Law Management Course Stage Two extends the skills developed in the compulsory Stage One.

The course is delivered through a combination of straight lectures, class discussions and group work in groups of between three and five.

The following areas will be covered:

### Strategic Management

Aims—To convey an appreciation of the vital need for any business organisation to have a clear view of its strategy, and to have a management structure and Business Plan appropriate to that strategy. The following topics are included in this part:

- Reviewing the environment
- Setting the strategy
- Establishing a management structure
- Developing a business plan

### Marketing the Practice

To convey an appreciation of the need for continuous, consistent marketing of the firm to meet the requirements of existing and potential clients. The following topics are included in this part:

- Developing a marketing plan
- Marketing analysis
- Identifying your “USP”
- Maintaining competitive advantage
- Promoting your practice



Robert has been presenting law management courses for over ten years. He is the principal presenter of The Law Society Management Course Stage One. He is a former senior lecturer with the College of Law, having lectured to students both internally and on external continuing education courses. He has had many years experience of management in private practice and he is a member of the Institute of Business Counsellors.

### Fees

Members:	£180.00 + VAT (£211.50) for the first booking £160.00 + VAT (£188.00) for subsequent bookings
Non Members:	£220.00 + VAT (£258.50)

# Devon & Somerset Law Society Course Reservation

## Course Name

LAW SOCIETY MANAGEMENT COURSE STAGE TWO  
WEDNESDAY 29<sup>th</sup> SEPTEMBER 2010

## Delegate Name(s)


## Firm

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## Address / DX


## Tel.

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## E.Mail

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## Contact Name

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We enclose our cheque for £..... payable to Devon & Somerset Law Society. A receipted VAT invoice will be issued with confirmation of your booking.

Please return this form with your payment to: Rebecca Hill, Devon & Somerset Law Society, Suite 5, Renslade House, Bonhay Road, Exeter. EX4 3AY

Tel 01392 411585.  
**DX 8361 EXETER**

Fax 01392 431511  
**e.mail. rebecca@dasls.com**

### **NB. Delegate Cancellations and Refunds:**

With 7 clear days notice prior to the seminar: Full refund subject to an administration charge of £5.00 + VAT  
Within 7 days of the seminar: A 50% refund will be given  
We regret that cancellations received on the day of the seminar and thereafter will not be eligible for refund  
We reserve the right to cancel courses and refund accordingly

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