

Developing Client Relationships in an e-Commerce World For Professional Services

One-Day Interactive Seminar Sydney Thursday 31 August 2000

The rapid development of e-commerce and digital technology is having a dramatic impact on the nature of client relationships in professional services. 'Online consulting' is delivering commoditised services, and professionals are being forced to find new ways of working with their clients.

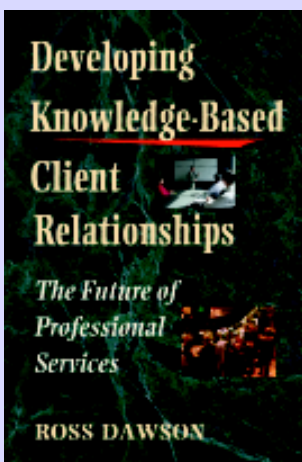
Participants in this interactive seminar will:

- Understand how e-commerce, digital communications and competition are changing the nature of professional services and client relationships
- Study the processes of adding greater value to sophisticated corporate clients with information and knowledge, by combining digital and human interaction
- Develop practical skills in managing client relationships and communication in conjunction with digital services and platforms
- Design individual strategies for client relationships, to generate greater revenue and move towards partnership relationships
- Understand the key strategic issues for professional service firms, including the implementation of digital platforms, and new business and pricing models

Organised by:



All attendees get a **FREE** copy of *Developing Knowledge-Based Client Relationships*



What Global Business Leaders Are Saying About: *Developing Knowledge-Based Client Relationships* *The Future of Professional Services*

"This book should be required reading, not only for professional services knowledge workers, but also for aspiring content dot-com entrepreneurs."

- **John G. Peetz**, Chief Knowledge Officer, **Ernst & Young LLP**

"Knowledge resides in people, but the processes of developing and sharing knowledge can be vastly accelerated by digital technology. Ross Dawson explains how this changes the entire landscape of client relationships. Those who share will prosper; those who don't will die. It is not a choice. It is the difference between today and tomorrow."

- **David Shannon**, Global Technology Partner, **Baker & McKenzie**

"A much-needed guidebook for all who seek to add value through knowledge, and get paid for doing it."

- **Keith Reinhard**, Chairman/CEO, **DDB Worldwide Communications**

Butterworth-Heinemann January 2000 296 pages Paperback 0-7506-7185-8

Global bestseller on professional services since its release in January

About Your Seminar Leader: **Ross Dawson**

Ross Dawson is recognised as one of the world's leading authorities on professional services strategies in an e-commerce world. He is the CEO of Advanced Human Technologies, an international consulting firm that specialises in knowledge and relationship development in major investment banks and professional service firms. He is author of the internationally acclaimed book *Developing Knowledge-Based Client Relationships: The Future of Professional Services*, and has published over 50 articles in major publications; he is a regular speaker at international conferences. Prior to establishing AHT Ross's positions included Global Director - Capital Markets at Thomson Financial Services in London, Asian Director - Capital Markets at TFS Tokyo, and international stockbroking with Merrill Lynch.



The seminar is very relevant to:

- Big Five firms
- Legal services
- Management consulting
- Accounting
- Advertising
- HR Consulting
- Market research
- IT & e-commerce services
- Internal consulting and service departments
- Executive recruitment
- Marketing/ PR consulting
- All partners
- All relationship managers
- All business development
- All knowledge managers
- All strategy

Clients for AHT's seminars and consulting services include:

- ABN-AMRO
- Austrade
- BT Funds Management
- Commonwealth Bank
- Deloitte Touche Tohmatsu
- Deutsche Bank
- Ernst & Young
- Freehill Hollingdale & Page
- KPMG
- Lend Lease
- Macquarie Bank
- Mercantile Mutual
- Merrill Lynch
- Minter Ellison
- NSW Treasury Corporation
- PricewaterhouseCoopers
- Schroders Investment
- St. George Bank
- Swiss Re
- UBS Warburg
- Westpac

For free book chapters, articles, and information on AHT and our companion seminar for financial services, see: **www.ahtgroup.com**

Developing Client Relationships in an e-Commerce World

Skills and Strategies for Professional Services

Thursday 31 August 2000, Hotel Intercontinental, Sydney

SEMINAR PROGRAM

8:30	Registration and coffee	12:15	Plenary discussion
9:00	Welcome and introduction	12:30	Light lunch and networking
9:15	How professional service client relationships are changing	1:30	Managing client relationships and communication
	Digitisation, e-commerce, information, and knowledge		Selling and delivering professional services
	Relationships: erosion, disintermediation, and lock-in		Managing client communication for richer relationships
	Online consulting, digital delivery, and digital execution		Skills in designing individual client strategies
	Leading examples of professional services e-commerce		Team construction and developing partnership relationships
	Key success factors in professional services e-commerce	2:20	Syndicate groups: Managing client relationships
10:00	Syndicate groups: The changing nature of client relationships	2:45	Plenary discussion
10:20	Plenary discussion	3:00	Break
10:40	Break	3:20	Future of professional services: strategies and skills
11:00	Adding value to clients with information and knowledge		Key trends and drivers in professional services
	Adding value to sophisticated clients		Emerging challenges and opportunities
	Combining digital and human customisation of information		New business and pricing models; leveraging IP
	Front-line skills for using technology in client relationships		Developing skills and implementing e-commerce strategy
	Integrating into client decision-making through interaction	4:10	Syndicate groups: Strategies, skills and implementation
	Adding value to client capabilities: processes and skills	4:40	The way forward: plenary discussion and wrap-up
11:45	Syndicate groups: Adding value to clients with knowledge	5:00	Close

SYNDICATE GROUPS

The structure of the seminar involves a series of interactive presentations, followed by breaking into syndicate groups to discuss the issues raised and work on practical implementation, and then plenary discussion. Organisations will find it valuable to send several delegates to maximise the take-away value from the seminar. As often much of the value comes from discussions with executives from other organisations we build mixed groups of 6-8; the resulting interaction and discussion provides valuable benefits and insights for all participants.

INVESTMENT

Investment for first delegate: \$995 plus \$99.50 GST - Total \$1094.50

Early bird special for registration by 29 July 2000: **\$925** plus \$92.50 GST - Total \$1017.50

Discounts for multiple registrations from same organisation: 2nd-4th delegates 10% off; 5th delegate and after 20% off

VENUE

Hotel Intercontinental, Macquarie Street, Sydney. Preferential room rates available for seminar participants.

REGISTRATION

Fax: (02) 9255 7883 Tel: (02) 9255 7877 E-mail: aht@ahtgroup.com
Advanced Human Technologies Level 22 AAP Centre 259 George Street SYDNEY 2000

Delegates: (for more than 3 delegates please attach details) PS Code: A B C D E

Organisation _____

Address _____ Tel _____

First delegate: Mr/Ms/Dr/Other _____ First name _____ Surname _____

Title _____ E-mail _____

Second delegate: Mr/Ms/Dr/Other _____ First name _____ Surname _____

Title _____ E-mail _____

Third delegate: Mr/Ms/Dr/Other _____ First name _____ Surname _____

Title _____ E-mail _____

How did you hear about this seminar?

AHT GBN Australia Advertising. Where? _____ Other: _____

Payment:

Cheque enclosed made payable to Advanced Human Technologies Pty Ltd

Credit card: Visa Mastercard Bankcard American Express Amex 4 digit code: _____

Card number _____ Expiry date _____

Card holders name _____ Signature _____

Invoice me. Note: payment must be received before the event.

Cancellations must be received in writing 14 days before commencement of the workshop to receive a refund less \$100 to cover administration costs. No refunds are available for cancellations within 14 days of the workshop. Substitute delegates are welcome, however AHT must be notified beforehand. Advanced Human Technologies reserves the right to modify seminar content.