

Delivering CPD

In-house programme to secure bookings and deliver effective CPD seminars

If you look at the listings available from RIBA and the Construction CPD Certification Service there are now hundreds of CPD seminars being offered by manufacturers. This means that just publishing a CPD seminar is not going to be enough, you need to actively market the seminar if you are to get any bookings.

Forward looking companies need to consider the benefits of booking their seminar for the architect. This may seem obvious – achieving CPD hours, but these days with so much choice architects can pick and choose. Furthermore, the person in the practice responsible for the booking wants to be sure they are not wasting their colleagues' time.

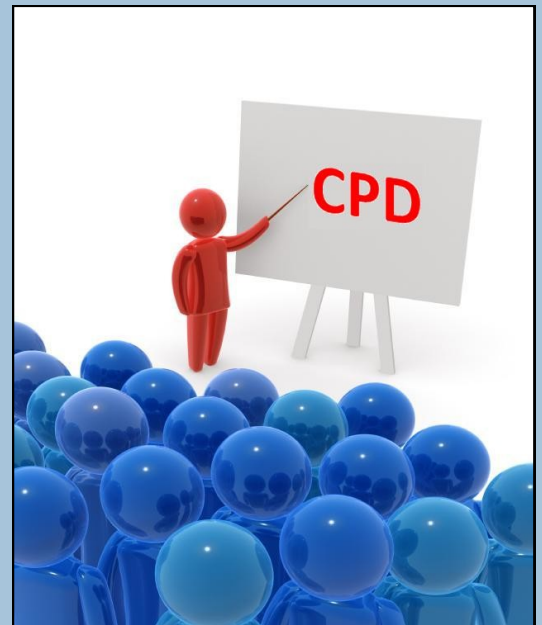
Having achieved a booking for your seminar you need to make sure it delivers its promises, this is not only down to the content but must also ensure it is delivered in a professional manner.

This programme helps your team effectively sell-in your CPD programme and introduces techniques to ensure the seminar is delivered in a style which is both memorable and effectively.

Course Leader – Chris Ashworth

Chris has more than 30 years construction industry experience gained in management positions within European multinationals in sales, marketing and communications. His international experience covers the UK, Europe, Middle East, Far East and Australasia. He has managed sales teams selling premium priced building products to specifiers and decision makers.

Running training, consultancy and market research projects for Competitive Advantage since 1999 ensures Chris is constantly expanding his understanding of how products are specified. He is a Fellow of the Chartered Institute of Marketing and a Chartered Marketer, has been an Associate Lecturer in Marketing at Oxford Brookes University, is a member of the organising committee of the Chartered Institute of Marketing Construction Industry Group (CIMCIG) and a regular contributor to construction industry magazines and seminars.



Learning Outcomes

- Identify the benefits of CPD seminars for your audience
- Learn how to sell-in your seminar and increase bookings
- Develop technique for making calls
- Gain confidence when delivering seminars
- Learn techniques for effective seminar delivery

In house programmes will be developed to meet the specific needs of your company and include role play and exercises, drawing on real life situations wherever possible. We can even simulate the effect of calling an architects' practice using our market researchers who have extensive experience of how such calls are received.

A series of modules are shown, components of which can be incorporated into your programme. We can also develop new modules to meet your specific requirements.

Delivering CPD (full day)

The CPD programme

- The purpose of CPD
- Successes & Challenges
- The Benefits of CPD
- Selling your Seminars

Building Relationships

- Concepts
- Style
- Using Characteristics

Obtaining bookings

- Preparation
- Scripts
- The Gatekeeper
- The Call

Practical Exercises - Making calls

Effective communication

- Basic rules of communication
- The communication gap
- Different learning styles
- Maintaining interest
- Scripts and their alternatives

Delivering the Seminar

- Planning
- Target audience
- Maintaining interest
- Answering questions
- Closing
- Follow-up

Practical Exercise - Prepare and deliver a Presentation