



1985-86 Seminar Series Begins with Marketing Professional Services

If your job entails the marketing accounting, consulting, legal, medical, dental, architectural, data processing or other professional services either for yourself or for your clients, the first event in the Washington Metro Chapter's seminar series is a must for you.

The full day program is designed to be a totally practical guide to marketing planning for the professional service. You'll learn how to analyze your client base; position the practice; develop new client leads and referral sources, with planning forms and worksheets to walk you through the details on a step by step basis. Extensive discussion will be given to the promotion area — advertising that "fits" the professional firm, brochure design, and many tips on putting together an effective publicity program. The program is not designed for huge institutions or firms with "megabucks" marketing programs — sole proprietorships and small to medium size practice groups are the target.

The program designer is Jeffrey P. Davidson. Jeff holds an MBA in Marketing and is a Certified Management consultant and an noted speaker and seminar leader on the topic. (He recently co-authored *How to Market Consulting and Professional Services*, and we've included a brief article written by Jeff on this page.)

The seminar will be held Wednesday, September 18 at Marvin Center, Room 410 - 415, George Washington University, at 21st and H Streets, N.W., two blocks from the Foggy Bottom Metro Stop. Time for registration is 8:30 a.m. and the seminar will last until approximately 3 p.m. Costs are as follows:

\$110	AMA member before September 1
\$125	AMA member after September 1
\$125	Non-member before September 1
\$140	Non-member after September 1

The above costs include refreshments, buffet luncheon and program package. For reservations or more information, call 676-8200.