



IAPA USA Regional Conference

Portland, Oregon, 24-26 June 2016

Roundtable topics for discussion

Sunday 26 June



8.30am Sunday 26 June

Roundtable discussions on marketing / generating more business

Stephen Hamlet, IAPA CEO

- a) Presentation on IAPA's new marketing pack and introduction to how firms can use these tools to their advantage.
- b) How IAPA member firms can generate more business; including looking at the international opportunities within IAPA.

Points for discussion:

a) General Marketing Discussions

Delegate groups will have 15 minutes to discuss each of the points highlighted in blue and one further allocated topic:

1. How do you market your membership of IAPA? (externally)
2. Promoting the IAPA brand within your firm. Knowledge sharing of global expertise, internal promotion of international affiliation. Do all your members of staff know about IAPA / promote international capabilities? (internally)
3. Have (and how have) you used the IAPA marketing tools since launch? If not, discuss ways you believe you can start to make the most of them.
4. Does your firm use social media and, if so, how do you monitor its success / are you following IAPA and each other on Twitter / connected on LinkedIn?
5. Are you aware of any clients who have come to you because of the way you are marketing your international affiliation?
6. What other unique marketing initiatives have you tried that have either failed or been successful?
7. How else can IAPA assist you in your marketing strategies?

b) General Discussions on Generating New Business

Delegate groups will have 15 minutes to discuss the following topics:

1. How do you differentiate yourself from the competition (specialisms & niches for instance) and how do you market your USP (nationally and internationally)?
2. Have you created any unique relationships with intermediaries / associates that help generate new business (national and/or international)?
3. How do you proactively use the IAPA association to create new business opportunities? If not, what ideas do you have to discuss?