



IAPA MARKETING FORUM, FRIDAY 19 FEBRUARY 2016

Seminar for Marketing Personnel / Practice Development Partners
Sheraton Airport Hotel, Amsterdam



Programme Agenda

IAPA is pleased to have engaged the services of Martin Bissett, founder of The Upward Spiral Partnership, who will lead discussions along with IAPA CEO, Stephen Hamlet.

10.00 am	REGISTRATION AND COFFEE (Lunar Room, Atrium Level)
10.30 am	Opening and introduction by IAPA CEO, Stephen Hamlet, including presentation of the new IAPA Marketing Pack
11.15 am	COFFEE
11.45 am	Greatest challenges / marketing success stories [Can delegates please bring their top 3 marketing challenges for group discussion – these can be historic or current ones. Delegates will also be asked to share any marketing experiences they have tried that were either successful and/or not successful]
12.45 pm	LUNCH (Conference Level)
2.00 pm	COFFEE (Lunar Room, Atrium Level)
2.15 pm	Video case studies
3.30 pm	COFFEE
3.45 pm	Best practices from around the world
4.30 pm	Closing remarks

EVENING

No formal arrangements. Stephen Hamlet will be hosting an informal dinner in a local restaurant to encourage further networking. All delegates welcome. The cost will be split on the day amongst all those in attendance.



MARTIN BISSETT

Martin is the founder of The Upward Spiral Partnership Ltd, a consulting firm specialising in professional selling skills and leadership development in the Accounting Profession.

Previously, Martin served 10 years on the board of the UK's leading provider of high quality new business appointments for accountancy firms. There he held the responsibility for the client base including 6 of the UK's top 30 firms of accountants and now consults with accounting firms in the UK, Europe and the USA.

He has worked with several hundred accounting firms internationally to grow their gross recurring fee bases. He is engaged by his clients to transfer skills to their practice, often in business development disciplines, via personal demonstration, training, consulting, coaching, mentoring and research content.