



## Masterclass: Communicating an International Strategy in a Partnership

### Half-day workshop for professional services firms

**Date:** 4 November 2010, 09:00 - 14:00 (working breakfast and lunch included)

**Venue:** New City Court, 20 St. Thomas Street, London SE1 9RS

**Cost:** £87.75 (£75 + VAT)

Do you want to understand how to communicate your international strategy effectively within a partnership? Do you feel confident in developing and implementing your strategic plans? Do you find it difficult to get buy-in from your fellow partners?

The UK Trade & Investment London International Trade Team present a half day workshop to assist professional service firms in driving a successful international strategy within a partnership. Led by Sherwood PSF Consulting Limited, the workshop will focus on imparting the key skills required and helping you to overcome objections raised by colleagues.

The following areas will be discussed:

- What does strategy mean?
- Successful strategy implementation;
- A framework for managing change in partnerships;
- Managing people on international strategy projects;
- Influencing skills;
- Dealing with resistance.

### Programme highlights

#### Preparing for Effective Communication

- **Understand who needs to drive a successful international strategy within a partnership.**
- **How to get buy-in from everyone.**
- **How to keep people involved.**
- **How to communicate the strategy to everyone.**
- **How to deal with dissenters.**
- **How to stay focused whilst dealing with day to day work.**

*The Workshop includes all refreshments, lunch and course materials.*

### Who should attend?

London-based professional service firms that are planning to implement an international strategy within their firm should attend this half day workshop.

**PAYMENT OPTIONS**

**1. POST CHEQUE PAYMENT**

PRICE: £75 + £12.75 VAT = **£87.75 TOTAL**

Please complete the form below left and post with your cheque payable to **GLE Investments Ltd.** to  
 FAO Martha Gall  
 20 St. Thomas Street, London SE1 9RS

**2. OR BOOK ONLINE:**

PRICE: £75.00 + £12.75 VAT = **£87.75 TOTAL**



Title	
First name	
Surname	
Company name	
Your job title	
Company address	
Company postcode	
Email	
Telephone	
Website	
Are you currently involved in international trade?	Yes/ No

**ADVANCE PAYMENT POLICY**

All cheques must be received at least one week prior to the event date.

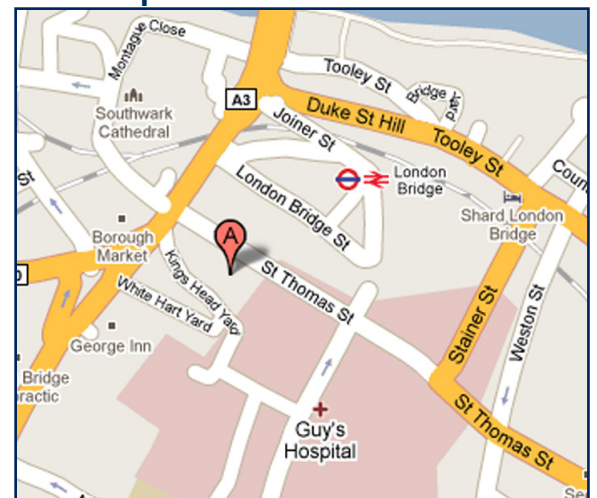
UK Trade & Investment London region operates a policy of advance payment. All bookings must be made in writing using the application form and full payment should be received with the application form to secure bookings. Cancellations must be received in writing 48 hours prior to the event to be eligible for a full refund.

**No tickets will be issued but a confirmation email will be sent.**

**Event address:**

New City Court  
 20 St. Thomas Street  
 London SE1 9RS

**Venue map:**



Source: www.google.co.uk/maps

**DATA PROTECTION ACT 1998**

Information regarding the collection, use, disclosure and processing of personal data is to be found in the Privacy Statement on the UK Trade & Investment website www.uktradeinvest.gov.uk. Having seen the website, please tick the following boxes if you do not wish your details to be used for marketing purposes [ ], passed to Business Link (or your equivalent national body), any carefully selected UK based Trade Association or Chamber of Commerce or business partners [ ] or transferred outside UK [ ].

**FURTHER INFORMATION**

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