



Minutes

GGI PG Meeting Business Development & Marketing

Lisbon, Portugal – 19 April 2013

Attendees

Inna Deputat Global Chair	–	Audit Company Aksonova & Associates LLC
Steven L. Cantor	–	Cantor & Webb P.A.
Dr. Carlo Dalla Libera	–	Dalla Libera & Partners
Anelia Dinova	–	Dinova Rusev & Partners
Olivier Gaudin	–	ALIAN TIS
Ulrich Gehrke	–	Gehrke econ Steuerberatungsgesellschaft
Dr. Ugo Girardi	–	S4B Solutions 4 Business
Beat Koller	–	Trewitax Zürich AG
Raffaello Lombardi	–	ITER AUDIT S.R.L.
Richard E. Mastrocola	–	Tonneson + Co.
Kevin Mifsud	–	kmconsultants
Sophia Moon	–	GGI
Clive Noland	–	Nolands SA
John Pannett	–	Haines Watts
Sergio Pontes	–	Pontes, Baptista & Associados
Astrid Rechel-Götz	–	Benefitax GmbH
John Scannapieco	–	Baker, Donelson, Bearman, Caldwell & Berkowitz, PC
Dr. Manfred Schekulin	–	Prodinge r & Partner
Bernhard Schwechel	–	FACT Steuerberatungsgesellschaft mbH
Helmut Seitz	–	Hasberger_Seitz & Partner Rechtsanwälte GmbH
Aurelia Tramosch	–	Tramosch & Partner

Effective Marketing Communications and Client Relationship Programs for professional service firms

Three interesting discussions have been prepared for the group meeting. During the first presentation Inna Deputat, the Global Chair of BDM PG addressed the issues of **Marketing communications** and covered the most effective communication mix elements for professional service firms such as sales promotion, PR, direct marketing, personal selling, internet promotion, social media marketing etc.

In the second part Richard Mastrocola, the group vice-chair presented **Effective Client Relationship Programs**. Richard told about commoditization of products/deliverables, ways of differentiation beyond price and provided examples of how to develop deeper long lasting relationships as a trusted advisory which would make being replaced by a competitor very difficult.

During the third speech John Pannett from Haines Watts raised a discussion on the **Role of advisory firms in the operations of clients who trade globally**. The participants brainstormed on the responsibility of service firms in service provision, kinds of services, fees structures, and business opportunities beyond national boundaries.