



GGI CONFERENCES GMBH

NORTH AMERICAN REGIONAL CONFERENCE 25-27 OCTOBER 2011

Toronto, Canada

WORKSHOP SUMMARIES

(Wednesday, October 26, 2011)

How to be a good networker

Michael Reiss von Filski

We are proud of the fact that some Geneva Group Member Firms generate up to 40% of their turnover through referred work within the network, and it is a priority for us to enable other members to identify and develop new GGI business opportunities. This 'relationship-management' workshop looks at some of the most efficient ways to increase business via GGI quality interaction, creating better overall awareness and to use the network to add value to members.

Michael will share and review a variety of ways to best respond to the specific GGI environment, to highlight opportunities for your partners and staff, and ways of developing client benefits via affiliation within GGI. Apart from the established opportunities (e.g. practice groups, chairing a workshop, publishing an article in Insider, hosting a conference) the workshop shall focus on new initiatives with the purpose of providing guidelines for 'GGI networking protocol' to facilitate business-interaction within GGI.

How to best market your GGI membership

Claudio G. Cocca

This workshop focuses on the marketing of your firm in connection with GGI membership. Do all of your clients know that you are a member of GGI?

GGI offers all member firms many interesting opportunities to position themselves more effectively with existing and new clients, and thereby to generate more business. Joint initiatives with member firms from the same practice group, the same city or the same region. Showing expertise by publishing your professional articles on GGI's media platform ggiforum.com. Enhancing your business by using the deal flow management tool DealMarket. Focused client acquisition through the existing contacts of other member firms as well as local events or lectures with GGI colleagues are just some of the many possibilities that will be discussed in this workshop.

In a variety of different ways, GGI helps all member firms to work together with local chambers of commerce, banks (for example, as sponsors) and other firms and organisations that could bring advantages in terms of positioning. Marketing is more important than ever today, and being a member of the sixth largest alliance worldwide is certainly a strong argument in your firm's favour. Working more intensively with other member firms and with the GGI management underlines the positioning of each individual firm and brings greater success. This workshop will help you to achieve this!