

June 25-26, 2018

(New) business summit with Blair Enns and David C. Baker

Held in the UK for the first time.

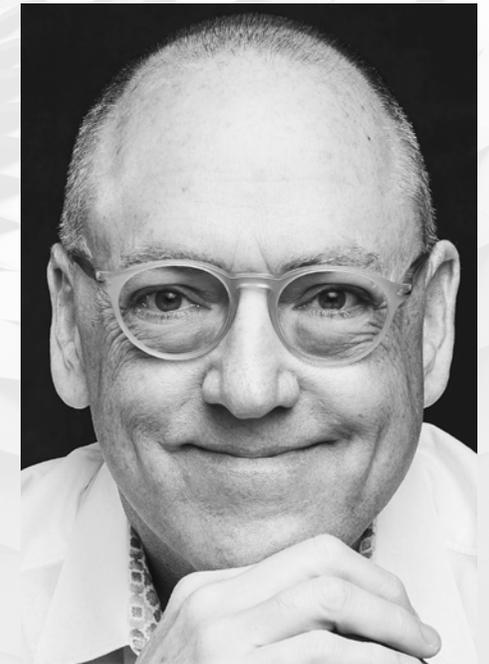
A yearly event in the US for an international audience, this summit has been developed specifically for the DBA.

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“If you haven’t seen, read or listened to any Blair Enns or David Baker, stop what you’re doing and do it now.”

Natalie Maher, CEO, Pollitt and Partners



If you are a leader in the creative community and your role includes positioning, lead generation, selling, or pricing, this is the high-level event you have been waiting for.

Blair and David have worked in over 40 countries and have adapted these two days of learning in response to the unique market conditions you face.

Develop a new point of view on how new business can and should be done, delivered by two of North America's leading experts.

“Perhaps the most valuable event I've attended in a long time. The long term ROI will be outstanding.”

Ian Ord, CEO, Fifth Ring

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What you'll get out of this intense two-day programme

Re-focus

- Understand why your current positioning might not be yielding the results you had hoped
- Improve your firm's positioning and rapidly build the expertise to support it
- Start off new client relationships positioned as the expert instead of the vendor
- Compare new business practices with your peers from throughout the UK and beyond

Improve efficiency

- Develop a lead generation plan that feeds your new expertise
- Eliminate the unnecessary work from your lead generation efforts
- Strip the unnecessary costs from your new business programme
- Get out of the free pitching business

Sell more

- Navigate every point of the sale from the first interaction through to the close
- Sell more high-level strategic work
- Increase your profits by getting paid for the value you create
- Increase your closing ratios through better, simpler proposals

Two-day agenda

The four half-day sessions are a mix of presentation, hands-on exploration, exercises and roundtables designed to link together.

“If you’re a good fit, expect your fee billings per full-time employee to rise 20% within a year. Better yet, expect to grow comfortably into the role of an expert and feel far more in control of your new business efforts.”

Blair Enns and David C. Baker

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Monday, 25 June 2018

- 09:00 – 09:30** Introductions
- 09:30 – 10:15** How to craft a unique place in the market that gives you options and control
- 10:30 – 12:00** Applying and testing new research around positioning
- 12:00 – 13:00** Lunch with fellow attendees
- 13:00 – 14:15** Lead generation: how to turn your positioning into a steady stream of right fit opportunities so that you have more appropriate choices
- 14:30 – 16:00** Pulling three to five (of many) of the most effective lead generation levers

Tuesday, 26 June 2018

- 09:00 - 10:15** Navigating the four conversations of the sale
- 10:30 - 12:00** Pricing strategies that see you paid for the value you create rather than the inputs of time
- 12:00 - 13:00** Lunch with fellow attendees
- 13:00 - 14:15** Replacing elaborate decks with one-page proposals
- 14:30 - 16:00** Closing the sale, without free pitching

Will you join us?

It's a very small risk with a very large payoff.

Reserve your place now, via dba.org.uk/events-training

DBA Member	£1,395 + VAT
Non-member	£1,795 + VAT
DBA Member 3 for 2	£930 each + VAT
Late booker DBA Member	£1,595 + VAT
Late booker non-member	£1,995 + VAT

About our expert facilitators

David C. Baker

David C. Baker is an author, speaker, and advisor to entrepreneurial creatives worldwide. He has written five books, advised 900+ firms, and keynoted conferences in 30+ countries.

His work has been discussed in the Wall Street Journal, New York Times, Fast Company, Forbes, USA Today, BusinessWeek, and Inc. Magazine.

He lives in Nashville, TN, but grew up in Guatemala, where he lived with the Q'anjob'al, a tribe of Mayans in San Miguel Acatán, Huehuetanango, where his parents did medical and literacy work.

David helps entrepreneurial creatives make better business decisions about their positioning and marketing, how they structure their roles in the firm, and how to benchmark their financial performance.

Blair Enns

Blair is on a mission to change the way creative services are bought and sold the world over.

He is the CEO of Win Without Pitching, the sales training and coaching program for creative professionals, and a 25-year veteran of the business side of the advertising and design professions.

He is also the author of The Win Without Pitching Manifesto (RockBench, 2010) and Pricing Creativity: A Guide to Profit Beyond the Billable Hour (RockBench, 2017).

Blair also produces a podcast with David C. Baker at 2bobs.com.

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