

## In this email

- Early booking discount deadline approaching
- Forthcoming Courses
- Latest Blog Post

## Early Booking Discount—deadline approaching

Book and pay by **Thursday 18 February** to qualify for the early booking discount for the two half-day courses being held on Thursday 4 March - **Marketing Your Way Out of a Recession** from 9.30am to 1pm and **Financial Management for Small to Medium Practices** from 2pm to 5.30pm.

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### Marketing your way out of a recession

4 March 2010: 09.30-13.00

A guide to marketing a professional practice through recessionary times: who, what and how. [more...](#)

### Financial management for small to medium practices

4 March 2010: 14.00-17.30

Effective financial systems to help establish a balance between business acumen and creative excellence and ensure the smooth running of day-to-day finances. [more...](#)

### Leading the design teams of the future

11 March 2010: 09.30-13.00

This is for all architects who lead or aspire to lead design teams. It will address the changing nature and composition of the design team and the role of the architect in that team. It will explore methodologies for successful leadership, to build the skills and confidence that are needed to ensure that architects are able to play a full and central role. [more...](#)

### Getting published

11 March 2010: 14.00-17.30

Using the media to promote both the design and intellectual skills of your practice through effective Public Relations. This course has been designed for architects who wish to have a better understanding of Public Relations and how to make it work for their businesses and for marketing directors and managers looking to maximise the effectiveness of public relations in an architectural world. [more...](#)

## Submission documents that win

23 March 2010: 09.30-13.00

Creating documents that appeal to individual clients, whether through formal PQQ's and EOI's or more informal requests for information. [more...](#)

## Working more efficiently

23 March 2010: 14.00-17.30

How time is used at present, how it could be used better and how to overcome the obstacles to being more efficient.

[more...](#)

[Click here](#) for further details of these courses on our website with **early booking** and **multiple discounts** available.

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## What's New? : [Colander Blog](#)

**A guide to marketing....for architects**      **Feb**  
**5,2010**

The RIBA has just published its latest Good Practice Guide and this one is about marketing. The author, Helen Elias, has crafted a comprehensive step-by-step guide to marketing through a series of chapters written by experts in the field – including Colander. If you are looking for help with marketing an architectural practice, this might be just the book for you!

[Marketing your practice](#)